OCTOBER 6, 1958 THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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DETROIT...IN FLINT...IN SAGINAW...IN JACKSON...(KNORR GROUP CITIES)...

IT'S FULL SPEED AHEAD FOR THE '59 MODELS!

THE NEW '59 CAR MODELS are rolling off the line. In Detroit, in Flint, in Saginaw, in Jackson, automotive and supplier plants are humming night and day . . . turning out America's No. 1 product. These are all cities served by the Knorr network. To help you tap the wealth of this rich Michigan market, the KNORR network offers advertisers a unique package. WKMH, Radio Hub of the Motor City—with its four affiliate stations—offers complete coverage and BIG rewards at the lowest cost per thousand.

KNORR Broadcasting Corp.

Represented by Headley-Reed

Geared to Michigan on the Move!

WKMF FLINT, MICHIGAN WKHM JACKSON, MICHIGAN

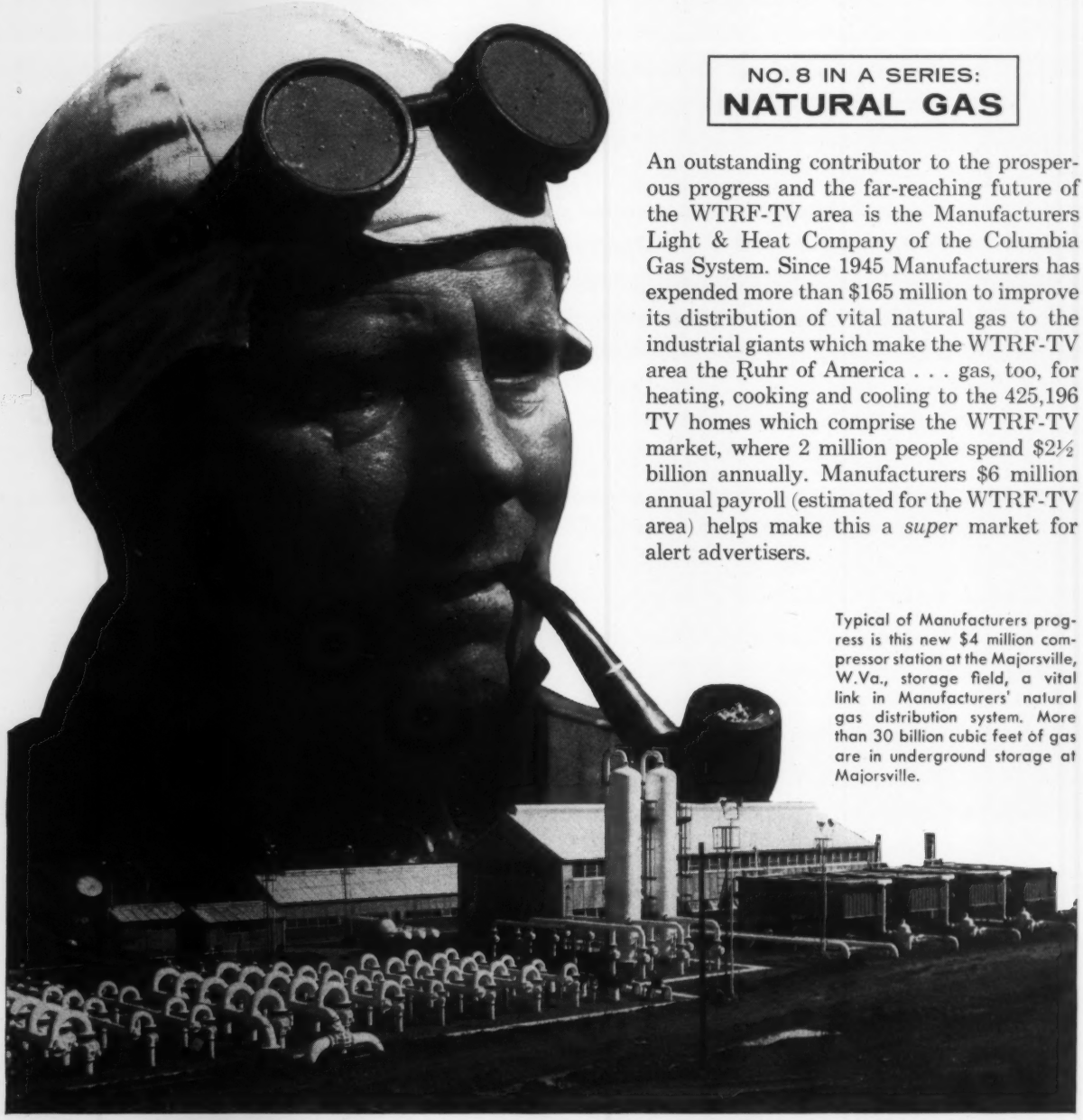
WKMH RADIO HUB OF THE MOTOR CITY DEARBORN—DETROIT

WSAM SAGINAW, MICHIGAN WELL BATTLE CREEK, MICHIGAN

WHEELING: 37TH* TV MARKET

*Television Magazine 8/1/57

One Station Reaching The Booming Upper Ohio Valley



NO. 8 IN A SERIES:
NATURAL GAS

An outstanding contributor to the prosperous progress and the far-reaching future of the WTRF-TV area is the Manufacturers Light & Heat Company of the Columbia Gas System. Since 1945 Manufacturers has expended more than $165 million to improve its distribution of vital natural gas to the industrial giants which make the WTRF-TV area the Ruhr of America . . . gas, too, for heating, cooking and cooling to the 425,196 TV homes which comprise the WTRF-TV market, where 2 million people spend $2½ billion annually. Manufacturers $6 million annual payroll (estimated for the WTRF-TV area) helps make this a *super* market for alert advertisers.

Typical of Manufacturers progress is this new $4 million compressor station at the Majorsville, W.Va., storage field, a vital link in Manufacturers' natural gas distribution system. More than 30 billion cubic feet of gas are in underground storage at Majorsville.

For availabilities, call Bob Ferguson, VP and Gen. Mgr., or Needham Smith, Sales Manager, at CEdar 2-7777.

National Rep., George P. Hollingbery Company.

316,000 watts NBC network color

WHEELING 7, WEST VIRGINIA

wtrf-tv

CHANNEL

For Action at Lowest Cost

86%* of CBS Commercial Time is ordered on

WTHI-TV TERRE HAUTE INDIANA

Channel 10

WTHI-TV

CBS · ABC

*Basis: 1958 Fall Schedule

Bolling Co., New York · Chicago · Dallas · Los Angeles · San Francisco · Boston

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.

If You Buy Any Other Television Station in the Dallas-Fort Worth Market....

WE BOTH LOSE MONEY

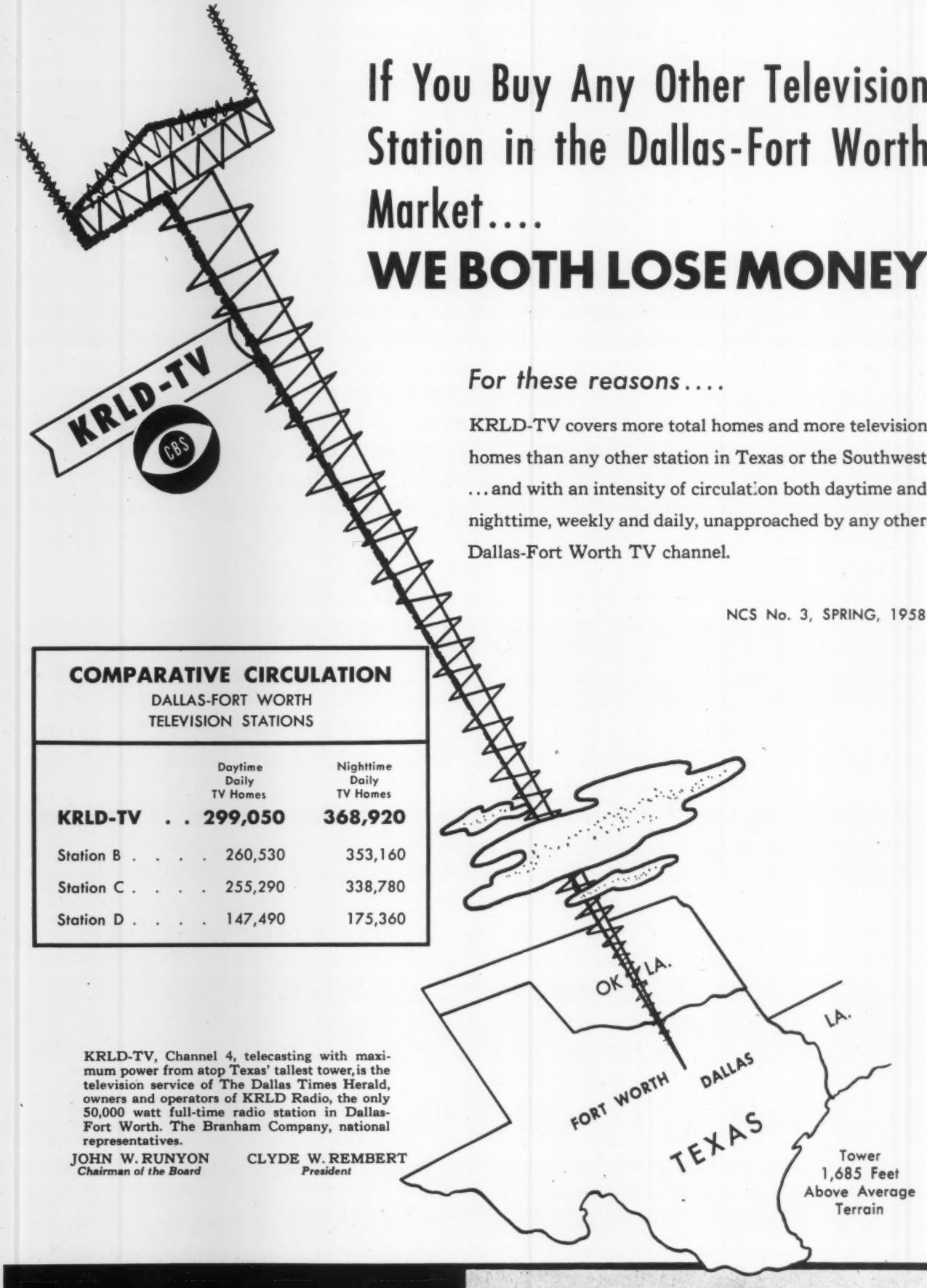
For these reasons....

KRLD-TV covers more total homes and more television homes than any other station in Texas or the Southwest ...and with an intensity of circulation both daytime and nighttime, weekly and daily, unapproached by any other Dallas-Fort Worth TV channel.

NCS No. 3, SPRING, 1958

COMPARATIVE CIRCULATION
DALLAS-FORT WORTH
TELEVISION STATIONS

	Daytime Daily TV Homes	Nighttime Daily TV Homes
KRLD-TV . .	**299,050**	**368,920**
Station B	260,530	353,160
Station C	255,290	338,780
Station D	147,490	175,360



KRLD-TV, Channel 4, telecasting with maximum power from atop Texas' tallest tower, is the television service of The Dallas Times Herald, owners and operators of KRLD Radio, the only 50,000 watt full-time radio station in Dallas-Fort Worth. The Branham Company, national representatives.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

KRLD-TV **CHANNEL 4**
CBS TV FOR DALLAS - FORT WORTH

closed circuit.

WHY IT'S LATE • FCC will announce this week availability of updated version of its guide to political broadcasting which was first issued during 1956 campaigns. It's doubtful that new guide will contain lively story of intra-Commission wrangle that delayed revision. Certain staff members put pressure on FCC members to accept as policy staff-written letter to Fort Smith, Ark., candidate saying he could use equal time any way he chose. If FCC members had gone along, whole concept of its political guide—that equal time and other provisions of law pertain only to candidates—would have gone out window (see story page 9).

•

Triumvirate of FCC staff officials assigned to end-all tv allocations study, with report due at year-end, comprises Harold Cowgill, Broadcast Bureau chief; Hart Cowperthwait, chief, Rules & Standards Div., and H. H. Goldin, chief, Economics Div. Group has visited RCA and GE labs seeking information on uhf and vhf developments, plans further visits to other key broadcast equipment manufacturers such as Sylvania, Motorola, Zenith. Working on specifics of varying allocations problems is Broadcast Bureau engineering team of Louis R. Rein, McIvor L. Parker and, from Chief Engineer's office, Arthur Skrivseth.

•

PANIC BUTTON • One major network has engineers working on problem which could create perpetual state of jitters among its executives. Engineers are trying to develop miniature version of Arbitron instant ratings board which shows, minute-by-minute, ratings of competing television programs. Miniatures, if they work out, would be installed in private offices of executives. It would be system hardly calculated to ease pressure on producers.

•

Arbitron's New York instant ratings system has been running for past month and may now be regarded as fully established. Six of seven New York stations have made firm deals for Arbitron daily service of complete city ratings. During September four stations took reports, on temporary, trial basis.

•

MUTUAL MULTIPLES • Appointment of David W. Hearst, publisher of Los Angeles *Herald & Express*, as director of Mutual Broadcasting System may pose eventual problems for both Hearst and MBS if new ownership of network carries out its intent of acquiring its full quota of radio and television stations. MBS now owns no stations but A. L. Guterma, head of parent F. L. Jacobs Co. and president of MBS, has announced intention of acquiring full complement.

Conflict might arise because of FCC's rigid application of multiple ownership rules. Hearst properties include three radio and three tv stations (WBAL-AM-TV Baltimore, WCAE and WTAE-TV Pittsburgh, and WISN-AM-TV Milwaukee). Multiple ownership rules specify that single entity may not hold licenses for more than seven am and fm stations and five vhf tv stations, plus two uhfs. Most minute stock ownership has in the past been held to constitute unit in multiple ownership cases and even directorships of companies whose licenses exceed ownership limits have been questioned. Mr. Hearst does not now own any MBS stock.

•

MADE IN CANADA • Canadian Broadcasting Corp. is not adverse to admitting it is under virtual mandate from government which subsidizes it to get into export market with much bigger splash than initial exposure of Toronto-produced *Encounter*, which was to premiere in U. S. Oct. 5 in Sunday 9:30-10:30 p.m. period on ABC-TV. Canada wants CBC to pay its own way, if possible. Both CBC and ABC-TV are pacing Madison Ave. to sell show, set for four-week trial. CBC's ace-in-hole: subsidized quality productions at lower cost than U. S., which at flick of Bell System switch and U. S. network participations can become single origination two-country vehicle for major advertiser, or regional splits.

•

New decisions on plans for its future tv activity can be expected from Loew's Inc. MGM-TV division. MGM-TV has two of its films on network tv—The Thin Man *and* Northwest Passage—*awaits green light for production of new tv pilots, especially mystery series long in works and bearing working title of* Jeopardy. *For some time, MGM-TV has been looking into possible tv film syndication.*

•

ADVICE OF COUNSEL • FCC's action last week, announcing inquiry into allegations of *ex parte* representations in grant of ch. 9 to WLOF-TV Orlando, Fla., (story page 52) was to be expected. Before FCC General Counsel Warren Baker resigned last month, he left official memorandum strongly urging that reference to alleged improprieties mentioned before House Legislative Oversight Committee be fully investigated. He insisted no other course remained for Commission—for its own protection.

•

Application for purchase of what is now KPRC-FM (ch. 275—102.9 mc.) from Houston Post Co. by Paul E. Taft, former president and general manager of KGUL-TV Houston, being filed with FCC this week. Purchase price understood to be about $20,000 for physical assets which include 29.5 kw transmitter. Mr. Taft is no longer identified with management of KGUL-TV but continues as 10% stockholder. He also owns minority interest in KJIM Fort Worth.

•

UP THE LADDER • Paul M. McDonough, who succeeds Joseph M. Sitrick as chief assistant to FCC Chairman John C. Doerfer, has been in line for promotion for some time. He was considered for chief of Opinions & Review office, in which he has worked for last 18 months, after John L. FitzGerald had been appointed general counsel last month. Appointment was given to Donald J. Berkemeyer, whose longer service in division and at FCC weighed in his favor.

•

To be announced shortly will be election of J. Glen Taylor, former vice president of RKO Teleradio Pictures Inc., as president and chief executive officer of Tidewater Teleradio Inc. (WAVY-AM-TV) Norfolk-Portsmouth. He succeeds Hunter C. Phelan, who becomes chairman of board and executive committee. Carl J. Burkland stays as executive vice president.

•

SUPER SATURATION • Pepsi-Cola's four-network radio push is heavy [ADVERTISERS & AGENCIES, Sept. 15] but technique is not new. Some 25 Allied Stores, for example, currently use multi-station method, which Allied took up year ago after long testing. To demonstrate: North Shore Shopping Center, Peabody, Mass., is using nine stations simultaneously—with same commercial on all stations within same five-minute period. Theory: If they're listening to radio, they can't miss this commercial.

•

What will American Oil Co. do at end of the pro-football season? Former network advertiser (CBS-TV's Person to Person*) will decide this week what film property to toss into its area of about 60 markets. Leading contender seems to be CBS Film Sales'* U. S. Border Patrol, *with other properties under consideration being ITC-TPA's* Cannonball *and MCA Tv Ltd.'s* Secret Agent 7. *Deal, if consummated, would probably cost Amoco excess of $1 million. Joseph Katz Co., New York-Baltimore, is agency.*

•

READY TO DEAL • With retention of Emanuel Dannett, New York attorney, as counsel, All-Industry Radio Music License Committee is prepared to enter prompt negotiations with ASCAP on licenses prior to expiration Dec. 31 (see story page 76). Since its formation in Los Angeles last April, radio negotiating committee has attracted some 450 station members and reportedly has in excess of $50,000 in assets.

THE BIG MOVIES ARE ON
CHANNEL 8
WJW·TV
CBS • CLEVELAND, OHIO
Represented Nationally by The Katz Agency, Inc.
THE GREATEST NUMBER OF THE HOTTEST TITLES WITH THE MOST FAMOUS STARS IN THE BEST PACKAGES ARE THE BIG MOVIES!
WARNER BROS, 20th CENTURY FOX, UNITED ARTISTS

STORER BROADCASTING COMPANY

Storer Television

WJW-TV Cleveland · WJBK-TV Detroit · WAGA-TV Atlanta · WVUE-TV Wilmington-Philadelphia · WSPD-TV Toledo

THE WEEK IN BRIEF

First Count on Radio-Tv Employes—BROADCASTING YEARBOOK tabulations show 86,348 persons working for stations and networks. Radio station staffs range from 1 to 175, while tv's go from 3 to 220. Page **33.**

Buick Blockbuster—Auto maker pours millions into television (one half of its entire ad budget) through its agency, McCann-Erickson; circulates report to dealers depicting tv as having greater "efficiency" than newspapers (or any other medium); becomes embroiled with newspaper advertising people. Meeting held by Bureau of Advertising with M-E's Marion Harper. Page **34.**

Tea Council Tees Up—Trade association revamps copy approach, abandoning subtle appeal for direct messages to beverage drinkers who suffer from sleeplessness. Page **34.**

Tests That Prove and Improve—Case histories showing how tv demonstrated its ability to sell premium-priced products during the recession, and how pre-testing took the kinks out of another commercial, are reviewed at Advertising Research Foundation's fourth annual conference. Page **36.**

Marky & Grover Ready to Sell—Heublein returns little Marky for its Maypo drive, introduces tiny Grover for Maltex spots. Page **37.**

Experts on SP—Too little is known about the effectiveness of phantom selling in the first place, notes ARF motivation research committee. Certain technical problems are aired. Page **38.**

More Agency Mergers—Doner and Peck go together; Lennen & Newell absorbs Buchanan, and Benton & Bowles purchases Lambe & Robinson. Pages **41, 42.**

NTA Network Breaks Fast at the Barrier—Reports it's 90% sold out as fall season gets underway. Page **46.**

Another Look at Grants—FCC plans to investigate all tv cases where improprieties have been mentioned in Hill testimony; announces investigation of Orlando, Fla., ch. 9 grant; indicates investigation of Miami ch. 7 grant; reports it is investigating Boston ch. 5. Miami ch. 10 hearing virtually concluded. Page **52.**

Politics Rears Its Head—It happens again in Legislative Oversight investigation of Pittsburgh ch. 4 last week as Republican Alcorn accuses Democrat Harris of halting hearings after top party leaders become involved. Harris tells FTC's Gwynne he wants explanation of Gwynne blast against subcommittee. Page **60.**

Fm'ers Favor New Multiplex Uses—Fm stations and Westinghouse favor new non-broadcast uses of multiplex by fm operators. Common carriers oppose, along with GE unit. Page **64.**

Chicago AFTRA Charges NBC—Union local asks FCC to hold "rehearing" on license renewal of network's owned WMAQ and WNBQ (TV) in wake of network personnel cutbacks at those stations. Page **66.**

Four Down, Four to Go—NAB executives return to Washington desks for week as San Francisco regional completes first half of eight fall conferences. Second round starts Oct. 13 in Milwaukee. Page **68.**

Music License Dickering—All-Industry Radio Committee names Emanuel Dannett as counsel for negotiations with ASCAP and BMI for new music license agreements to replace those expiring this year and next. SESAC licenses also to be "considered," committee reveals. Page **76.**

Billings Sweepstakes—The tv networks chalk up gains for August. Eight month gross total reaches $365.6 million, 11.4% ahead of last year's pace. Page **85.**

CBS Radio Convention—Ambassador Lodge and CBS Inc. President Stanton to be key luncheon speakers at Oct. 29-30 meetings in New York. Agenda for fifth annual convention is set. Page **85.**

The Payoff on Editorials—A university study concludes that broadcast editorials do not displease the audience. On the contrary, they enhance the station's reputation, build its news audience and inspire the public. Page **92.**

Programming at the Networks—BROADCASTING quarterly reports show how the shows are slated for both radio and television. Page **104.**

MR. GORMAN

The Facts, Please—Awareness of local market facts is a must for radio and tv station executives when the marketing man comes calling, says Patrick H. Gorman, vice president and director of marketing, Bryan Houston. A well-informed local medium does a better job selling its time to national and large regional advertisers suggests Mr. Gorman in MONDAY MEMO. Page **119.**

DEPARTMENTS

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Regular quarterly TELESTATUS, reporting on operating and planned tv stations is not being carried this issue since the 1958 BROADCASTING YEARBOOK, carrying the same information and in much more detail, currently is in the mails.

KANSAS CITY AT NIGHT
means business. Here's the downtown district at 8 p.m. on a Monday night. It's booming.

Photo: Randazzo and Morrison

C'mon downtown, in Kansas City

Exciting things are happening there.

Stores open at night. Free bus rides. Free parking when you shop. Two for the price of one at the movies.

It's all the work of the Kansas City Downtown Commission. They're creating a commercial renaissance for themselves along Main, Grand and Walnut. Everyone, to borrow the slogan, is coming on downtown.

And when they do, KCMO-TV can help make sure they're in a buying frame of mind, so far as you're concerned. For more people watch KCMO-TV (according to ARB and Nielsen) than any other station.

It's not so hard to understand why. KCMO-TV **means** Kansas City, Missouri. And KCMO-TV broadcasts at maximum power from the world's tallest self-supported tower.

BASIC CBS-TV
CHANNEL 5

Kansas City MO-TV

Joe Hartenbower, General Manager
Sid Tremble, Commercial Manager

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co.—Blair-TV
TULSA	KRMG		John Blair & Co.

Represented Nationally by Katz Agency.

Meredith Stations Are Affiliated with BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines.

at deadline

FCC Reverses Staff On Equal Time Ruling

FCC reversed field Friday in contentious Sec. 315 interpretation of last July which seemingly would have required broadcast stations to permit political candidate to turn over microphone to "authorized spokesmen."

In letter to NAB President Harold Fellows, FCC said staff's views in July letter to D. L. Grace, Fort Smith, Ark., were not consistent with interpretations of Sec. 315 as construed by Commission. After detailing circumstances, Commission referred to question and answer No. 1 in 1954 public notice on use of broadcast facilities by candidates. This specifically states that equal time provision applies only to legally qualified candidates, not to supporters.

Clarification of July interpretation was requested last month by NAB which foresaw 'sheer chaos" for broadcasters attempting to follow ruling [AT DEADLINE, Sept. 15].

Original ruling was made when Mr. Grace, candidate in Democratic primary for representative to Arkansas General Assembly, complained to FCC that KFPW Fort Smith refused to furnish him equal time. He stated that J. B. Garner, competitor for same nomination (who won), was employe of station as commentator, news broadcaster and special feature announcer, and that station did not see eye-to-eye with him on comparable time, equal use of facilities and restriction on use of facilities to candidate himself rather than to authorized spokesmen.

SENATOR HEARD FROM

Sen. Paul Douglas (D-Ill.) Friday (Oct. 3) wired strongly-worded protest to NBC Board Chairman Robert Sarnoff on cancellation of several local, live shows on network's owned WNBQ (TV) Chicago. Senator pointed out he had written Mr. Sarnoff on subject 18 months ago.

Senator said at least six local, live shows had been cancelled in favor of network originations, mostly on film, from New York and Hollywood. "I thought your company had assured me that this would not happen," Sen. Douglas wired Mr. Sarnoff, "but now it has and may I remind you that the airwaves belong to the public and that you are simply allowed to use them as long as you serve the public. . . .

"The great Midwest . . . should not be made a tame listening post to New York and Hollywood and deprived of opportunity of expression on your network. I must protest your action and ask for a return of this time to local programs. . . ."

Three of four Chicago station managers involved on Friday condemned American Federation of Television and Radio Artists Chicago chapter's complaints to FCC and congressional committees (see early story, page 66) as "irresponsible, foolish and erroneous."

KFGO Pays $10,000 to Settle $2.4 Million Libel Action

Farmers Union $2.4 million political libel suit against KFGO Fargo, N. D., settled out of court Friday (Oct. 3) for $10,000, counsel for plaintiff announced. Suit was filed in federal court as result of campaign broadcast by congressional candidate A. C. Townley [STATIONS, Sept. 22].

In addition to cash payment, KFGO extended public retraction and statement of regret and covenant was agreed upon to dismiss suit and precluding further action.

Farmers Union suit against Mr. Townley still in courts. Union also sued Mr. Townley and WDAY-TV Fargo for statements made by candidate in 1956 campaign. North Dakota Supreme Court ruled station is not liable for candidate's statements and union has appealed to U. S. Supreme Court [GOVERNMENT, Aug. 11].

NBC Takes On Production Of Barry-Enright Quizzes

NBC-TV today (Oct. 6) takes temporary but direct production supervision of tv quiz shows *Twenty One, Tic Tac Dough, Concentration* and *Dough Re Mi,* formerly handled by NBC-owned Barry & Enright Productions. *Twenty-One* is one of two quiz shows in New York grand jury probe and target of rigging charges by two former contestants [AT DEADLINE, Sept. 29; NETWORKS, Sept. 1, *et seq.*]

NBC-TV move was made at request of Jack Barry and Dan Enright, who want time to devote to "disproving the unfounded charges against the integrity" of B-E shows. Although they haven't found evidence of "wrong-doing," they said charges and publicity "have raised questions" in viewers' minds. All B & E shows will be supervised by NBC-TV's program department with network program executive assigned to each.

Meanwhile, New York District Attorney Frank Hogan, whose office is investigating quiz shows, told news conference in Elmira, N. Y. (on campaign tour), that his office is getting thousands of letters daily on shows, 75% of them critical. He said mail flow was heaviest of any case in his 17 years in office.

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 34.

UNDECIDED • The Texas Co. (Texaco gasoline, petroleum products), N. Y., up to close of business Friday (Oct. 3) had not yet come through with expected decision to sponsor new hour-long *Man of the Hour* on CBS-TV. Company approval of program was believed imminent. Show would be scheduled on once-a-month basis, Texas signature ending long search for network tv vehicle (last season it sponsored series of specials on NBC-TV). Cunningham & Walsh, N. Y., is Texaco's agency.

OUT AND IN • Pillsbury Mills, out of CBS-TV's *Playhouse 90,* signed $1 million package deal with NBC-TV that includes alternate-week sponsorship of *Buckeye* (effective Oct. 10) and participations in other NBC shows including *Cimarron City*. Alternate *Buckeye* shows still unsold. Order placed through Leo Burnett, Chicago.

SHORT RUN • R. J. Reynolds Tobacco (apparently for Winston cigarettes), Winston-Salem, N. C., has signed for short-term sponsorship of *Northwest Passage* on NBC-TV and will alternate weekly with RCA. Reynolds contract is for five shows, from Oct. 12 through Nov. 30. Reynolds agency is William Esty Co., N. Y.

K&E Gets $6.5 Million In Pabst Business From NC&K

Pabst Brewing Co. has reassigned bulk of advertising (about $6.5 million for Pabst Blue Ribbon and Andeker Draught Supreme beers, Old Tankard ale), consolidating account with Blatz beer at Kenyon & Eckhardt, effective Feb. 1, 1959. Grey continues with Hoffman and Pabst sparkling beverages and Young & Rubicam for Eastside Old Tap Lager. Norman, Craig & Kummel, losing the reassigned products had serviced them since May 1957, with all Pabst business billing roughly $3 million in network and spot tv.

Theodore Rosenak, Pabst vice president in charge of advertising, attributed decision to belief it would achieve "better liaison and closer contact by consolidating Pabst and Blatz in one agency with a fully-staffed Chicago office."

H-R to Seagram House

H-R Representatives Inc. and H-R Television Inc., N. Y., relocate at House of Seagram, 375 Park Ave., effective today (Oct. 6) in double space formerly occupied on Madison Ave. Phone: Plaza 9-6800.

at deadline

Miami Trials Likely For Mack, Whiteside

Prospect appeared Friday (Oct. 3) that criminal trial of former FCC Comr. Richard A. Mack and his lawyer friend, Thurman A. Whiteside, will be held in Miami. Both came up for arraignment Friday in federal district court in Washington on grand jury indictment of two weeks ago [LEAD STORY, Sept. 29].

Attorney for Mr. Whiteside asked for permission to file motion for change of venue. This was granted by U. S. District Judge Burnita S. Matthews. Mr. Whiteside pleaded "not guilty" to charge he conspired to influence Miami ch. 10 grant to National Airlines.

Mr. Mack was not present at arraignment proceedings. Nicholas J. Chase, Washington attorney for Mr. Mack, asked Judge Matthews for 30-day postponement of former commissioner's appearance (see earlier story page 56). Mr. Chase submitted affidavits from two Miami physicians attesting that Mr. Mack is in Miami Medical Center with fractured right rib and "suffering from extreme emotional stress and anxiety. . . ." Doctors also said this condition "has become worsened."

Government attorney Robert J. Rosthal, Justice Dept. lawyer who presented case to grand jury, asked that U. S. attorney in Miami be permitted to check on Mr. Mack's condition before ruling is made on postponement request. Mr. Rosthal said government has no wish "to harass or persecute an ill man" but felt Mr. Mack's condition should be investigated. Judge Matthews agreed, gave government week to report back.

Judge set Jan. 6 for trial of Mr. Whiteside, gave his attorney 30 days to file motion for change of venue and reply to indictment. Government has 30 days additional to file replies to these pleadings. Bond for Mr. Whiteside was set at $1,000 at suggestion of government.

Richard H. Hunt, Mr. Whiteside's attorney, said that change of venue would be asked since all witnesses, records and corporations involved are in Miami. He said it would be most convenient for all concerned to hold trial in Miami, and government would save money, too. Arthur J. Hilland, Washington attorney, also represented Mr. Whiteside.

N. Y. Local for SAG-AFTRA Deal

Members of New York local of Screen Actors Guild reported Friday that local has approved merger with American Federation of Television & Radio Artists "in the field of television" by a vote of 217 to 2. AFTRA repeatedly has sought consolidation with SAG but latter union has rejected proposal. SAG officials in New York were not available for comment on balloting, since they were attending National Labor Relations Board hearing on AFTRA's petition for referendum in videotape commercial field (see page 83). New York local's resolution calls on SAG to "implement merger" with AFTRA and, failing this, suggests that matter should be "submitted to a referendum of the entire membership."

New Orleans U-V Test Hit

WJTV (TV) Jackson, Miss., Friday asked FCC to suspend ch. 12 experimental operation of WJMR-TV New Orleans (which officially operates on ch. 20) in view of mandate of U. S. Court of Appeals handed down last week. Court last May by two to one decision told FCC to give WJTV—also operating on ch. 12—hearing on allegations that WJMR-TV "was not proposing a *bona fide* experiment" with its dual operation. Early last year FCC allocated ch. 12 to New Orleans. Uhf WJMR-TV asked permission to experiment with dual broadcasting from ch. 20 site. Commission granted experimental authorization last autumn. WJTV protested, claiming site was 28 miles less than required 190 mile separation for co-channel operations. FCC ordered WJMR-TV to lower ch. 12 antenna height and power, but WJTV claimed this was still in violation of minimum separation requirements. Although appeals court reversed Commission last May, mandate was held in abeyance while WJMR-TV filed unsuccessful petitions for rehearing.

Three Sales Filed at FCC

Sales filed at FCC Friday:

KFGO Fargo, N. D., sold by Northern States Broadcasting Co. (W. R. Haggart, president) to North Dakota Broadcasting Co. (John W. Boler group) for $150,000. North Dakota owns tv stations in Bismarck, Minot and Valley City, N. D., and Aberdeen, S. D. Midwest Electronics Inc., 85% owned subsidiary, will hold physical assets of KFGO. KFGO Friday settled out-of-court for $10,000 libel suit against it by Farmer's Union (see page 9). KFGO is ABC affiliate on 790 kc with 5 kw directional night.

WWIL-AM-FM Fort Lauderdale, Fla., sold by Robert I. and Alton I. Horne and Richard C. Fellows to L. M. Browning Jr. and Carey H. Blackwell for $106,666. WWIL is on 1580 kc with 1 kw directional day and night.

KPRC-FM Houston sold by *Houston Post* (KPRC-AM-FM) to Paul E. Taft for $20,000. Mr. Taft owns 10% of KGUL-TV Houston and 20% of KJIM Fort Worth. KPRC-FM is on 102.9 mc with 29.5 kw.

PEOPLE

ROGER O. VAN DUZER, general manager of KNTV (TV) San Jose, Calif., joins KIVA-TV Yuma, Ariz., as general manager, Nov. 1.

DAVID P. CRANE, vice president in charge of media, Benton & Bowles, N. Y., joins Ogilvy, Benson & Mather, N. Y., effective Oct. 15, as vice president and account supervisor. Mr. Crane has been prominently associated with General Foods account. General Foods is in process of selecting fourth agency to handle Maxwell House vacuum packed ground coffee and perhaps other assignments [AT DEADLINE, Aug. 18]. Ogilvy spokesmen denied that Mr. Crane's appointment is connected with this consideration.

JEROME M. WECHSLER, associated for nearly 20 years as film salesman for Warner Bros., appointed to Associated Artists Productions sales staff covering Midwest as account executive in Gold Mine Div.

RUSSEL F. STEPHENS, 53, assistant treasurer of Tribune Co. and assistant secretary of WGN Inc. (WGN-AM-TV), Chicago, died after heart attack in Tribune Tower office late Thursday. Services were held Saturday in Hinsdale, Ill. Survivors include his widow, Evelyn, and two sons, Russel Jr. and C. Hugh.

SANDY CUMMINGS, manager of tv network program department, ABC-TV Western Div., promoted to director of department. **ROBERT ADAMS,** executive producer, will report to Mr. Cummings under realignment of assignments by Thomas W. Moore, vice president in charge of programming and talent for ABC-TV. Mr. Adams previously reported to Mr. Moore.

LEONARD HYDE, in agency media work for 15 years and formerly with Foote, Cone & Belding, J. Walter Thompson and Kenyon & Eckhardt, to Detroit office of Leo Burnett as media manager. Office services Chrysler account.

DR. ALFRED N. GOLDSMITH, consulting engineer in electronics and motion pictures, elected to board of RCA Communications Inc. He was with RCA from 1919 to 1931, first as research director, then as vice president and general engineer, and has been technical consultant to RCA since 1931. He is past president of Institute of Radio Engineers and of Society of Motion Picture & Television Engineers.

ALBERT SHULMAN, director of Columbia transcriptions at Columbia Records, N. Y., named general manager of Epic-Okeh records, Columbia Records product.

New Boston, Ohio, Am Granted

FCC Hearing Examiner Millard F. French Friday (Oct. 3) issued initial decision favoring grant of new am on 1010 kc, 500 w day, in New Boston, Ohio, to Grady M. Sinyard. Mr. Sinyard was only applicant for facility following dismissal Sept. 8 of States Broadcasting System application.

Looks easy, but...

takes plenty of know-how

No matter how simple it looks, keeping atop a bongo board is no cinch. And keeping a radio station at the top-spot in a major market is a hundred times more difficult. The many complex elements which give radio its tremendous selling power are mostly local in nature. To blend these elements into an overall program structure that can hold commanding leadership in audience and in sales-influence, calls for great creative skill on the part of station management. Yes, Local Radio Programming is a difficult, exacting job – but in most areas at least one station operator has mastered it. In a substantial number of the top 100 markets, that station is represented by

THIS NEW BOOK is helping advertisers intensify sales results from Spot Radio, through clearer understanding of the complex program elements that give certain stations their tremendous selling power. Price $1 postpaid. Order from John Blair & Company, 415 Madison Ave., New York 17, N. Y.

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AMONG ALL SHOWS, ALL STATIONS, ALL WEEK!
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ARB JULY '58	ARB JULY '58	PULSE JULY '58	ARB JULY '58	PULSE JULY '58	ARB J

RATINGS in city after city!

PENSACOLA	BIRMINGHAM	CHARLOTTE	LOUISVILLE	QUAD CITY
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ARB JULY '58	PULSE JULY '58	PULSE JULY '58	ARB JUNE '58	ARB JUNE '58

ZIV Television

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Fly United Air Lines for Red Carpet* Service on the luxurious Douglas DC-7, nonstop coast to coast, along the West Coast and to Hawaii. It's extra care for you all the way—the finest service, with luxuries that will delight you. Memorable meals and tempting delicacies, smart lounge, pleasant, thoughtful stewardesses—add up to extra care at the regular First Class fare!

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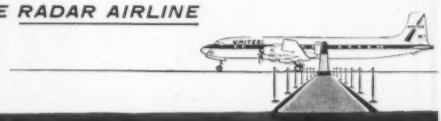


*Red Carpet is a service mark owned and used by United Air Lines, Inc.

THE TEXAN

It's too early in the tv western season to snap-judge the new batch of horse operas for the duration. But CBS-TV's the *Texan*, on the basis of the first show "Law of the Gun," is a tough hombre played by Rory Calhoun with rakish hat and smoking six-shooter and a substantial dose of the unbelievable.

Mr. Calhoun plays Bill Longley the Texan, a deadly gunman whose gun shoots on the side of justice. In the Monday premiere, the Texan was called in by a rancher who is involved in a range war and is jailed by his enemies on a rigged murder charge. There is full standard fare: the horse chase, the jail wall pulled down by a wagon team, an unsuccessful lynching attempt and much man-to-man, eye-level stares. At the hotel bar, drinks are tossed off in the old western tradition.

Also on the program: a couple of Viceroy commercials—boasting of a "thinking man's filter" and a "smoking man's taste," another for the cigarette delivered by a smiling Rory Calhoun—an upsetting contrast to the grim and silent Calhoun who is the Texan. A typical Kool commercial featuring the antics of the penguin was on the program, too, relieving some of the smoke generated by hot gun barrels.

Production costs: Approximately $37,000. Sponsored by Brown & Williamson Tobacco Corp., through Ted Bates on CBS-TV, Mon. 8-8:30 p.m. EDT. Started Sept. 29. Executive producers: Rory Calhoun & Victor Orsatti; producer: Jerry Stagg; director: Jerry Thorpe; writer: Frank Morse (from a story by Frank Gruber).

FURTHER ADVENTURES OF ELLERY QUEEN

Because sequels are often flops, it is a pleasure to report that NBC-TV's *The Further Adventures of Ellery Queen* made a fine debut Sept. 26 with "The Glass Town." If the same levels of acting, writing and particularly imaginative camera work are maintained, the live mystery series (in color) should win a considerable following.

As the gentleman-detective, George Nader was properly analytical and sardonic although Ellery Queen purists may dispute the opening and closing shots of the intellectual supreme warmly embracing a curvaceous blonde. No one else could. But it was the supporting players as citizens of the dying, yet terribly proud, New England town who made the hour tingle. When an elderly woman painter of Shinn's Corners was beaten to death, the insular townsfolk were quick to accuse a passing vagrant, played with compelling fear by David Opatoshu.

As Judge Shinn, veteran Vaughan Taylor provided a welcome restraint to the undisciplined emotions of his fellow citizens. In addition, there were flashes of humor, the comic relief necessary in the starkest tragedy, which was further proof of the excellent writing.

Truly outstanding was the camera work by the director who realized the promise of live television with his superb use of the "cameo" technique. Executive producer

WCSH-TV 6

NBC Affiliate **Portland, Maine**

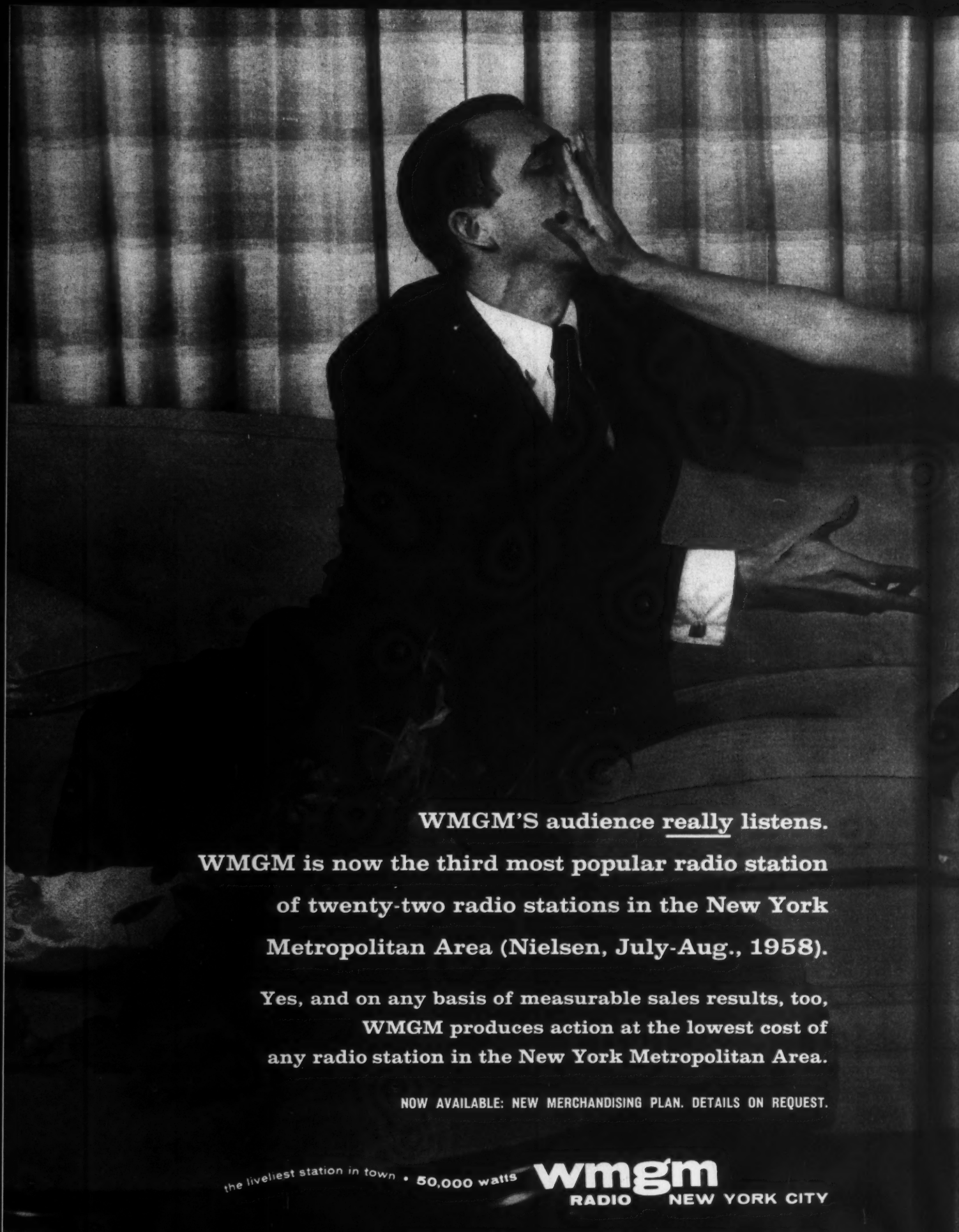
EVER SINCE WE WERE THE EARLY BIRD

Over the long 5-year haul, since we were first on the air, the "Program Dominance" of 6 has been an established fact — established by every single survey taken in our service area. This marked viewer preference, most recently confirmed by NCS #3, provides a billion dollar plus market with 286,600 TV Homes.

Remember what they say about early birds and check current avails. with your Weed man.

A RINES STATION

A matching schedule on ch. 2 in Bangor saves an *extra* 5%



WMGM'S audience really listens.

WMGM is now the third most popular radio station of twenty-two radio stations in the New York Metropolitan Area (Nielsen, July-Aug., 1958).

Yes, and on any basis of measurable sales results, too, WMGM produces action at the lowest cost of any radio station in the New York Metropolitan Area.

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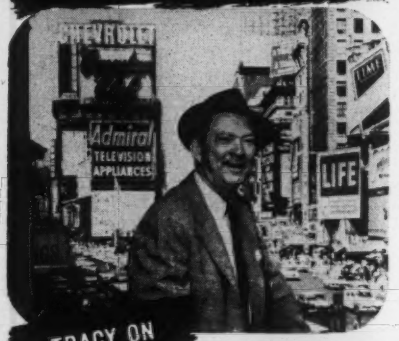

TRACY ON TIMES SQUARE

Round-the-clock, millions are caught up in the current of the world's crossroads!

WATERFRONT CHASE

Lee Tracy and "New York's finest" find high adventure on the piers!

FOCUS ON FINANCE

A few narrow streets — financial fates decided!

Wire or phone collect today for your market!

TPA

Albert McCleery (who produced the late and lamented *Matinee Theatre*) has been quoted as saying "We're going to spend more money for scripts and actors, not costly props and sets." Mr. McCleery's philosophy was tellingly applied in "The Glass Town," whose budget was half the normal amount for a live hour show.

There is increasing evidence that the mystery is making a strong comeback and may eventually supersede the western as the "smart thing to produce." *The Further Adventures of Ellery Queen* would be an excellent (if not *the*) criterion for anyone with a series in mind.

Production costs: Approximately $55,000 weekly.

Sponsored by RCA, through Kenyon & Eckhardt, on NBC-TV, Fri., 8-9 p.m. EDT. Started Sept. 26.

Producer in charge of operations: Darrell Ross; producer in charge of literary properties: Ethel Frank; directors: Walter Grauman, Alan Cooke, Livia Granito, Alan Hanson, and Lamont Johnson; musical director: Edward Truman.

THE RIFLEMAN

Odds are that *The Rifleman* will be just another bright face to mill in the crowd of westerns. With television already over-saturated with this fare, ABC-TV's new offering comes at a time when only exceptional scripting, acting and production could save a horse opera from anonymity. While good by western standards, *The Rifleman* doesn't rate these superlatives.

The particular gimmick in this series is star Chuck Connors' prowess with the rifle. As a widower, he disdains the familiar six shooters in teaching his 12-year-old son the proper use of firearms. If the theme of the first program is a criterion, the series will have its quota of showdowns on the main street, in the saloon, etc.

In casting Mr. Connors in the lead, the producers have fallen back on the clean-shaven, handsome features too typical of western tv leading men. This stereotype selection only tends to make *The Rifleman* just one of the crowd. Whatever happened to the scraggly-chinned, bowlegged waddies of Clarence Muldoon's writings; the heroes who lent believable qualities to early western fiction?

Production costs: Approximately $35,000.

Sponsored by Procter & Gamble Co. through Benton & Bowles, Miles Labs through Geoffrey Wade and Ralston Purina through Gardner on ABC-TV, Tuesday, 9-9:30 p.m. Started Sept. 30.

Star: Chuck Connors as rancher Lucas McCain; featured: Johnny Crawford; cast for premiere: Dennis Hopper, Leif Erickson, Sidney Blackmer (guests stars) and Charles Arnt, R. G. Armstrong, Mickey Simpson, Kathleen Mulqueen, Virginia Aldridge.

Produced by: Four Star-Sussex; producers: Jules Levy and Arthur Gardner; director: Arnold Laven; art director: Frank T. Smith; original music: Herschel Burke Gilbert; writer: Sam Peckinpah.

a giant's voice

heard throughout the Rocky Mountain West, is the welcome voice of KOA-Radio! It's the giant 50,000-watt voice that has dominated the rich Western Market since 1924.

a giant audience

totaling over 4 million people in rural and urban areas in 302 counties of 12 Western states is reached, entertained, informed—and sold—by KOA-Radio.

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are effected by KOA's skillful programming of top NBC programs and popular local shows . . . by KOA's staff of talented personalities . . . KOA's 50,000 watts of clear channel selling power!

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NBC 50,000 Watts • 850 Kc

10/58

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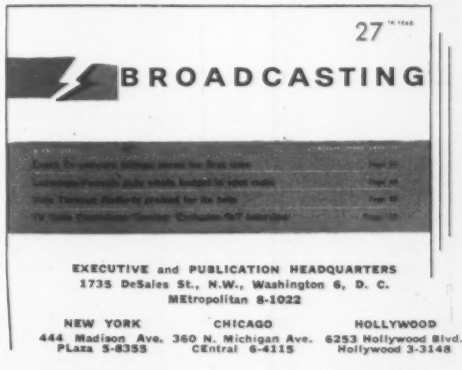
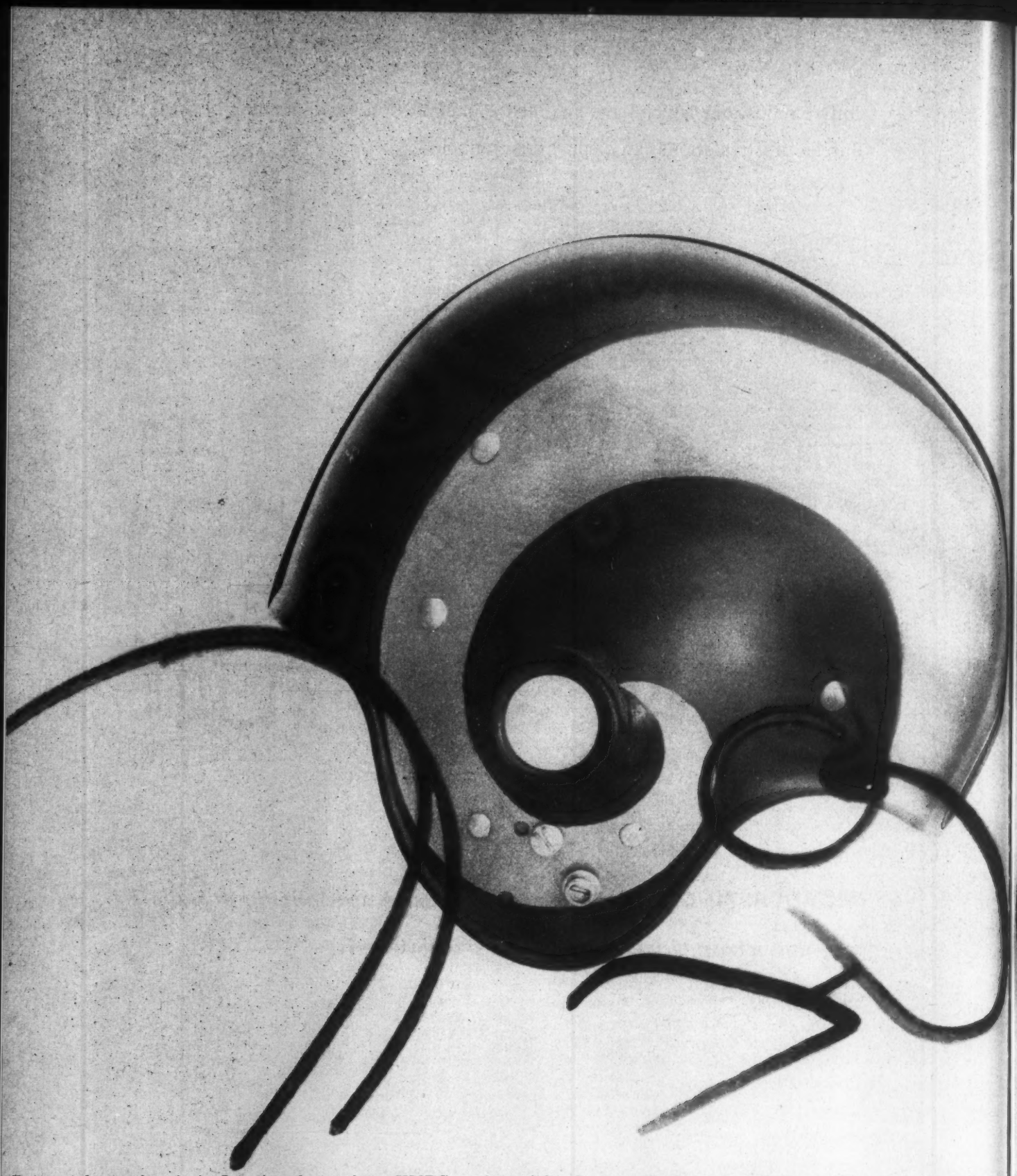
***20,258—June 30, 1958**



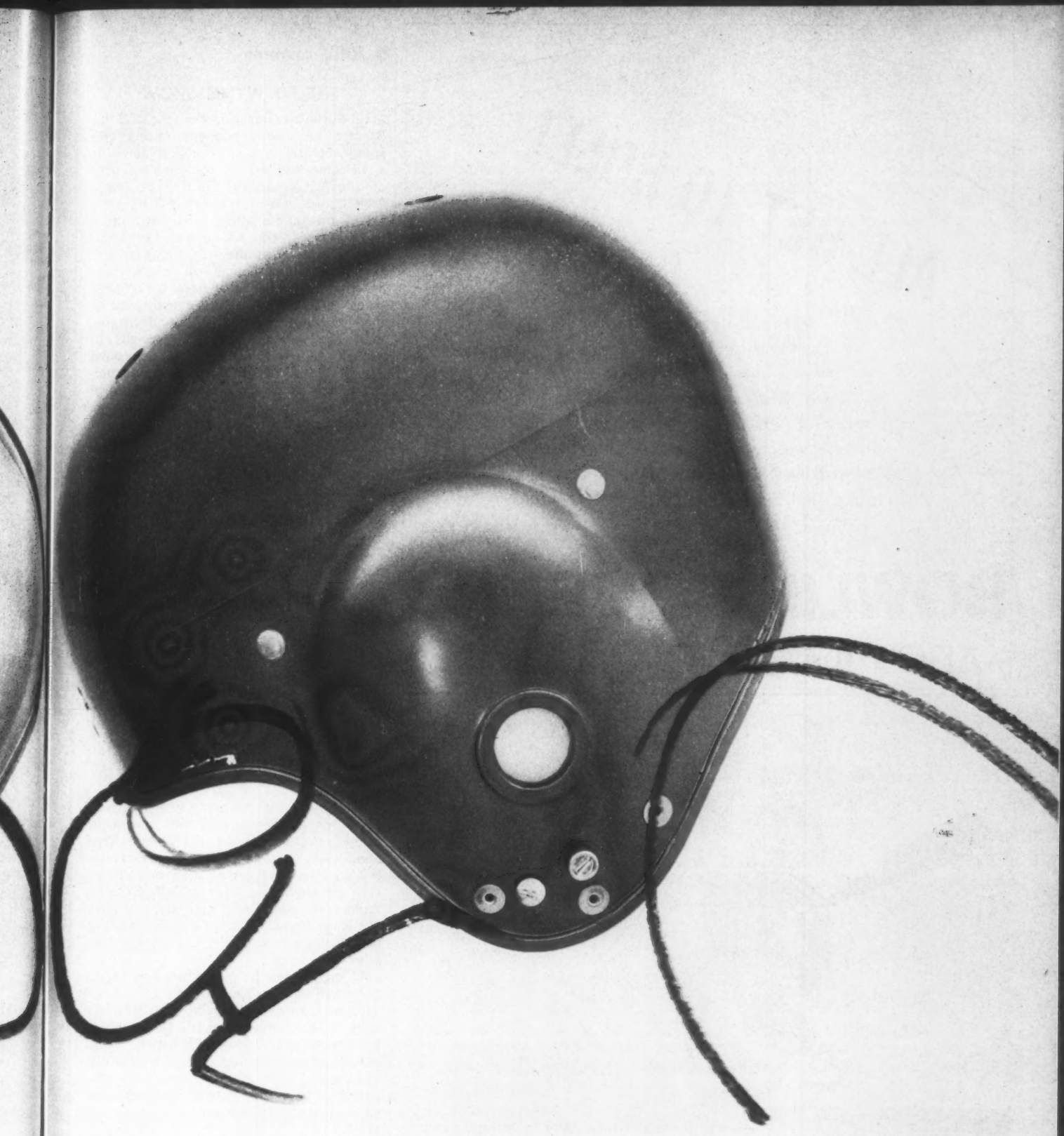


Better take to the air in Los Angeles...where KMPC, and only KMPC, puts its advertisers' messages into as much as 37% of all metropolitan radio homes in a single day...where KMPC is ahead, too, in the number of listeners reached in each radio home. / KMPC's clear edge over the competition owes nothing to teenage razzle dazzle. Instead, KMPC gives listeners such solid fare as the area's fastest, most versatile news service (3 mobile units and 24-hour monitoring of overseas radio stations), such sports features as the games of the mighty Los Angeles Rams and Dodgers. / The advertiser who wants thorough coverage of the sprawling Los Angeles market will make 50,000 watt KMPC his first choice. Give us, or AM Radio Sales, a call and we'll show you exactly why.

KMPC

GOLDEN WEST BROADCASTERS, LOS ANGELES

Sources: Pulse, July-August 1958; Pulse Cumulative Audience, June 1958; Pulse Audience Composition Supplement, Summer 1958—or, if you like, Hooper, August 1958.



Who's ahead? In San Francisco the answer is as plain as can be. KSFO leads every other station–morning, afternoon and evening...both weekdays and weekends. Besides, KSFO reaches more people per quarter hour in *each* listening home. The facts beyond the decimal points are impressive, too. KSFO gives its listeners *action*, not the synthetic excitement of gimmicks and give-aways but the sure impact of such attractions as live coverage of the games of pro-football's 49ers and baseball's Giants, weather reports from the station's own airplanes, traffic information from dozens of established check points on the ground. / There's more to the story. But it all adds up to this: in the big Bay Area more and more people are paying *attention* to KSFO. If you sell something they should hear about, call us or AM Radio Sales.

KSFO

GOLDEN WEST BROADCASTERS, SAN FRANCISCO

Sources: Pulse, July-August 1958; Pulse Audience Composition Supplement, Summer 1958.

ALL SET TO ROLL!

26 brand-new half-hours featuring championship women bowlers from all over United States. Based on local live show (of same format and by same producers) which *increased* audience-share 167% in 26 weeks to become top-rated program in time period. Sure winner for stations, sponsors.

BOWLING QUEENS

ABC FILMS, INC. LAckawanna 4-5050 1501 BROADWAY, NEW YORK 36

"That Ruth will never make the big leagues. Too heavy for running bases . . ."

IT PAYS TO KNOW THE ANSWERS

The Babe had his own answer for *that* one. Clobber the ball over the fence and leave base sprinting to others. In today's competitive league of reporting TV-radio advertising news, BROADCASTING's answer is to star in all departments. The only big leaguer in its field, BROADCASTING is staffed by pro's, fields the news fast and accurately, scores most with reports-in-depth and TV-radio analyses that help make your decisions winning ones. Why sit in the sandlots bleachers when BROADCASTING gives you a box seat on all the big league action? Season pass, good for 26 weeks, is only $1.75. Subscribe now, pay later.

BROADCASTING

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IN REVIEW CONTINUED

THE ED WYNN SHOW

Ed Wynn's entrance in the role of John Beamer, an elderly widower raising two granddaughters in a small college town, is a welcome addition to television's family of situation comedies. Starring in NBC-TV's filmed series (Thursday, 8-8:30 p.m.) Ed Wynn should attract and entertain a large following this season with his enthusiastic portrayal of the wily widower. Mr. Wynn's infectious humor will delight viewers who remember him from the "baggy pants" era and will appeal equally well to the younger generation with his current format. The show is designed especially to acquaint a new generation with the genial Mr. Wynn. Although the plot for the premiere show Sept. 25 was overly contrived in the attempt to introduce cast members, who already seem to be happily employed under Mr. Wynn's magic spell, the ingredients are at hand for some very lively evenings ahead.

Production costs: $42,000.
Sponsored by Liggett & Myers for Chesterfield cigarettes and Bulova Watch Co., on alternate weeks, both through McCann-Erickson, on NBC-TV Thursday, 8-8:30 p.m. EDT. Started Sept. 25.
Starring Ed Wynn and featuring Jacklyn O'Donnell, Sherry Alberoni, Herb Vigran and Jesslyn Fax.
Producer: Ben Feiner Jr., for Screen Gems.
Produced by: Thalia-Keethwyn Productions in association with Screen Gems Inc.
Directors and writers: various.
Premiere show director: William Russell.
Premiere show writer: Devery Freeman.

DONNA REED SHOW

This is a situation comedy with a vengeance. Not content to deal with one major complication each week, the *Donna Reed Show* takes on a half-dozen at a crack.

Miss Reed is the wife of a pediatrician and the mother of two children (a fairly standard tv family size: one boy, one girl). She is the standout star, due not so much to her own talent as to the lack of it in the others of her cast.

In the opener the major plot was to get her too-busy husband off for a weekend with the family. In the doing Miss Reed (1) talks a bachelor obstretician into subbing for husband, (2) persuades a banker friend out of a Saturday court case in which husband would have to be a witness, (3) discovers that a young patient isn't sick after all and thereby gets husband over *that* obstacle, (4) gets a neighbor to take over a party which she was supposed to give but which husband forgot to tell her about, and (5) in the end, when young son comes down with chicken pox, saves the day by converting the outing to a home affair. There were others, but the adding machine lost count.

If both cast and viewers aren't completely worn out in the first episodes, the series probably will settle into an unspectacular but comfortable niche for the season.

Production costs: Approximately $45,000.
Sponsored by Campbell Soup through BBDO and Shulton through Wesley Assoc. on

"What do you think of when I say 'Iowa'?"

The questioner, a beardless non-Freudian with hair crewed, and a vest, looked down expectantly.

Scene: Sub-basement of the Sherry-Netherlands. A depth interview progresses. Shall we keep evesdropping? Let's. We didn't buy this two-color page to have you stop now.

The respondent's answer came through a canape. (Courtesy of WMT-TV. We don't fool around. This is called free sampling.)

"Rich prairie state, 56,280 square miles; nicknamed Hawkeye State; flower, the wild rose; motto, Our liberties we prize and our rights we will maintain; admitted to the Union in 1846. 734,600 tv homes. 88.1% saturation."

"Please be a little less specific," cautioned the interviewer. "You'll make this look too easy.

"Sorry, old shoe. It just buzzed off the lip. Try me on another."

"Eastern Iowa!"

"WMT-TV."

"Tsk tsk. Try and hold it down . . . Eastern Iowa!"

"Punctured clouds, towering antenna, good living. CBS eye, oats rolling, smoke stacking . . ."

"Splendid. Now we're not getting some place. Keep obfuscating."

"398,600 tv homes in WMT-TV coverage area."

"No no NO! Vague it up."

"400,000 homes?"

"Better."

"More than half the tv homes in Iowa?"

"Splendid. Now who did you say you were?"

"I sell time for certain stations the Katz Agency represents."

Evaluation of interview. Note the remarkable response to preselected Iowa stimuli. As an aid to conceptualization of the impact achieved by previous promotional efforts, this is revealing. The technique, which appears to be simple, is. To minimize work-association coloration (and risk of unfavorable response) audience is chosen by controlled random method. Much calculation, summarization and haggling over details is eliminated by the number of respondents (one). The value of dividing by unity cannot be exaggerated. Standard deviation becomes a thing of the past; dichotomous conflict is almost never encountered if care is exercised in selecting only non-schizoid respondents.

Our boy goofed in one area, though. He neglected to punch out fact that Cedar Rapids, Waterloo, and Dubuque, three of Iowa's six largest metropolitan areas, give Channel 2 (us) the nod too.

IN REVIEW CONTINUED

ABC-TV Wednesday 9-9:30 p.m. EDT. Started Sept. 29.
Starring Donna Reed and featuring Carl Betz, Paul Petersen, and Shelly Fabares.
Production by Todon-Briskin Productions; presented by Screen Gems; producer: Tony Owen; associate producer: William Roberts; director: Andrew McCullough; writer: Phil Leslie; art director: Paul Palmentola.

THE OLDSMOBILE SHOW

Girl singer-type shows can't be made better than the girl singers they employ, but they can be made worse. The latter was the fate of Patti Page in the 1957-58 season of her *The Big Record* on CBS-TV. She is getting a better break on her new ABC series.

Production on her opening show was slick if at times a trifle too busy; at one point it threatened to explode into the kind of complicated montage to which movie musicals should be given exclusive rights. But on the whole, it was a pleasant half-hour—the sort that builds faithful audiences.

Miss Page is likeable and professional in her approach to a song. Most of the time, on the opening show, those qualities were enhanced instead of overcome by the production she was given. As long as that remains the case, she is practically guaranteed a successful season.

Production costs: Approximately $35,000.
Sponsored by Oldsmobile Div. of General Motors Corps. through D. P. Brother, Detroit, on ABC-TV Wednesday, 9:30-10 p.m. EDT. Started Sept. 24.
Starring Patti Page. Guest stars: Walter Pidgeon and ballerina Melissa Hayden.
Produced by Page-Rael Productions.
Producer: Ted Mills
Director: David Geisel; music director: Vic Shoen; choreographer: Matt Mattox

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

*Reg. U. S. Patent Office

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a special invitation to media representatives:

COME SEE THE HOUSE WE LIVE IN

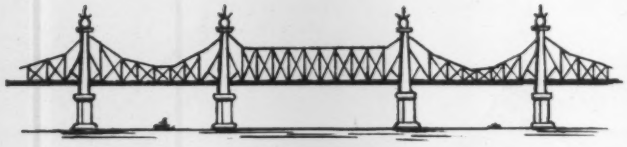
See the house you helped us build. See it any day starting at 2:30 during our Media Week, October 20 to 24. See how all of us at Campbell-Ewald are working closely with you to build more and better advertising, better publications, better broadcasts and better outdoor advertising.

Come to our Detroit office on the Media Week day best for you. Meet the members of our board. See the 44 people who write the words that move people and products in mass . . . the 58 who visualize those appeals . . . the 70 who live in the new world of broadcast advertising. See the 26 who research everything from your business to our clients' businesses. See the 16 who do nothing other than make sure you get printing and broadcast materials the way you want them. See the hundreds who handle everything from contacting to accounting. In short, see the 723 people who make up the complete Campbell-Ewald, including many you perhaps never dreamed existed.

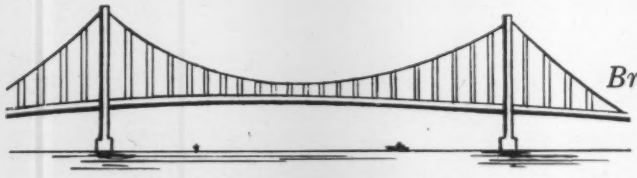
Just drop a line to Jerry Moynihan at Campbell-Ewald, General Motors Building, Detroit 2, Michigan, or call him at TR 2-0223. Jerry will be glad to make your reservation or give you further details. And meanwhile, we'll look forward to seeing you and showing you around, in person and in presentation. Come to Campbell-Ewald. See the house we live in . . . where media men are always honored guests.

CAMPBELL-EWALD advertising

George Washington Bridge


Queensboro Bridge

Brooklyn Bridge


Bronx-Whitestone Bridge

The greatest BRIDGE in Metropolitan New York is WMCA 570 kc

THE VOICE OF NEW YORK

- Entertains
- Informs
- Stimulates

23 hours and 59 minutes every day!

We even bridge Staten Island...

wmca 570—First on 14,028,147 radio dials

When you want us call collect
MUrray Hill 8-1500
or contact AM Radio Sales

OPEN MIKE

Transfer of Title

EDITOR:

In nearly 30 years of constant reading of the "bible" of the broadcasting industry, this is the first time I have asked the editor to note a correction of fact for future reference.

The headline ["AFM Allocates $6.2 Million for Free Trust Fund Concerts," PERSONNEL RELATIONS, Sept. 22] is one that causes me to grieve, but not to the point of tears. I spend a certain proportion of my waking hours trying with small success to explain to the press, my friends and to many in the public who perhaps cannot be so described, that I am not a union representative, but was named by the industry, whom, in fact, I represent. The fund is the Recording Industry Fund, not the AFM fund. It is not AFM which "allocates" the expenditure. I do it, as required by the indenture.

Samuel R. Rosenbaum
Trustee
Music Performance Trust Funds of the Recording Industries
New York

Add One Fm

EDITOR:

I read with great interest your article "Three-Way Spotlight Focuses on Trend to Air Editorials" [TRADE ASSNS., Sept. 15]. You state that an all-station survey revealed that 36% of radio stations editorialize. However, further down you indicate your information comes from questionnaires from am and tv stations only.

I don't know about other markets, but here in Tacoma if you leave the "fm only" station (KTWR) out of a survey on the question of radio editorials, you have a distorted picture. KTWR is the only station here that airs editorials on two 15-minute programs each week by the general manager. This indicates why fm stations must be included in any all-station survey to provide a high degree of accuracy.

Thomas Wilmot Read
General Manager
KTWR (FM) Tacoma, Wash.

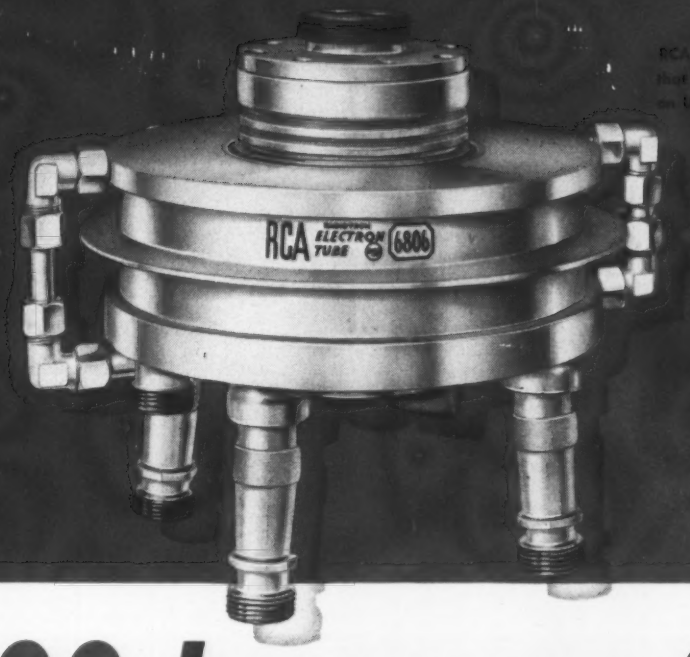
[EDITOR'S NOTE: A pilot survey preceding the general survey indicated no independently-programmed fm stations editorializing regularly. Mr. Read's situation would seem to be fairly unique, and would not affect the results of the overall survey.]

Read It EWR&R

EDITOR:

Our release concerning White King Soap Co.'s Sun detergent [BUSINESS BRIEFLY, Sept. 15] described the advertising program for this product. This advertising and all White King advertising is handled by Erwin Wasey, Ruthrauff & Ryan. In forwarding this release we were simply identifying our public relations firm as the source of the news release, not as the agency.

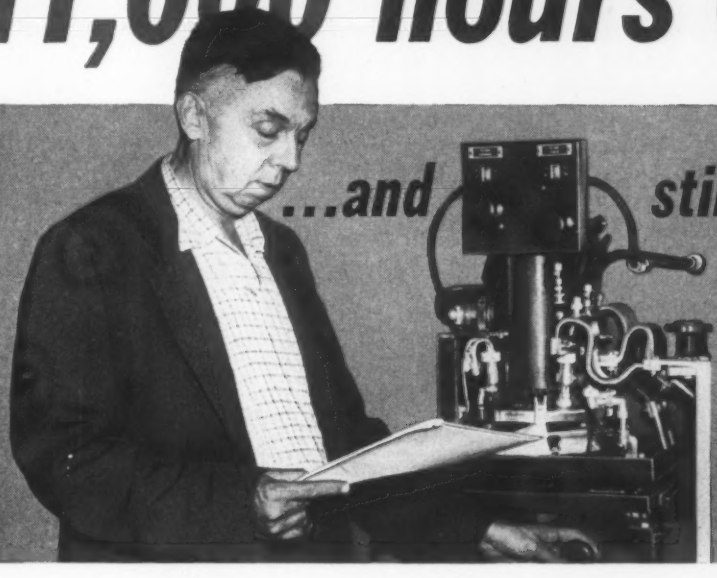
William J. Boylhart
Boylhart, Lovett & Dean Inc.
Los Angeles



RCA-6806—The Beam Power Tube that made 1 million watts of ERP on UHF possible.

11,000 hours on Ch. 28

...and still going strong!



Chief Engineer Charles Sakoski, Sr. checking life records of the RCA-6806 (note the 6806 in the PA cavity).

Read what WBRE-TV's Chief Engineer Charles Sakoski, Sr. says about the RCA-6806 high-power beam tube:

"It is my candid opinion that you have something big in the 6806. One of our 6806 final amplifiers has passed its 11,000th hour of highly satisfactory transmission at full output power and the other 6806 is approaching its 10,000th hour of useful life. The drive power required and output efficiency of these tubes are the same as the day they were installed.

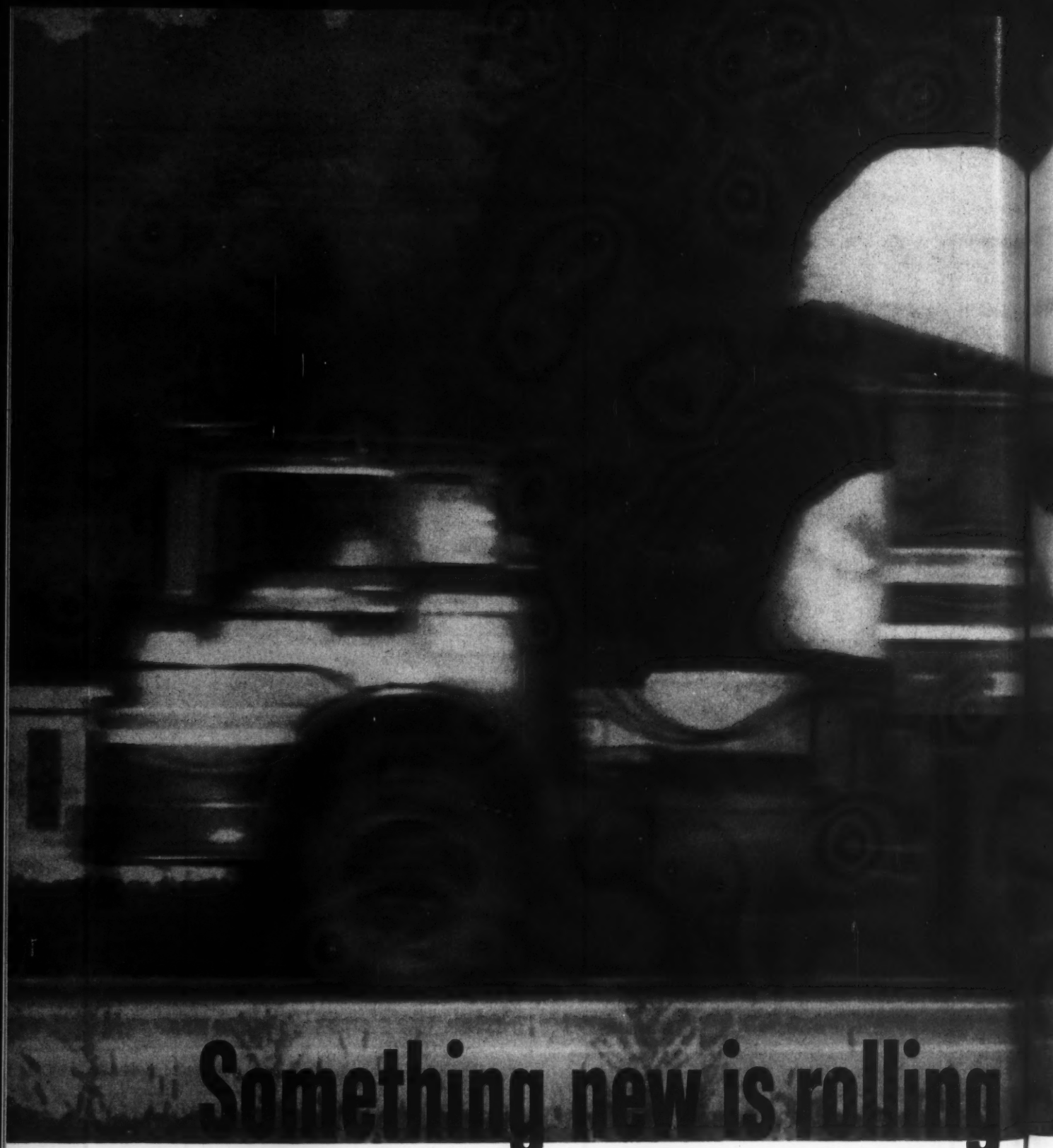
"I wish to point out that we are not *squeezing out the last few hours of life from these tubes. All applied voltages including filament remain the same as the day the tubes were installed. Considering the initial cost of the 11,000 plus hour tube, the cost per hour to us is approximately 56 cents and is still going down each hour it is used. Consider the fact that UHF frequencies, one megawatt of power, and color transmission are involved."*

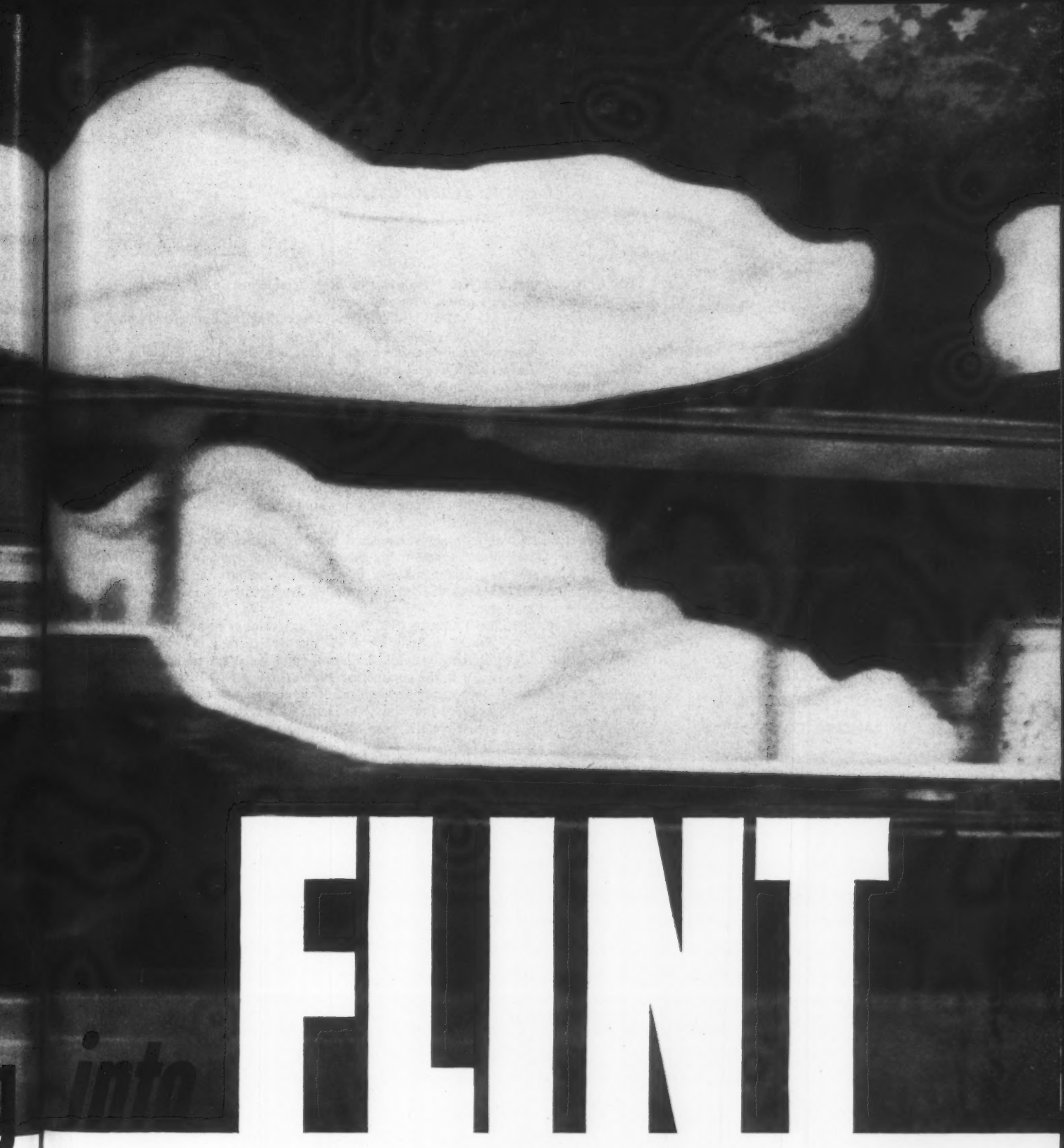
Authorized to operate with a visual power of 1000 kw, ERP, and an aural power of 515 kw, ERP, WBRE-TV is not only making TV station history on Channel 28—*WBRE-TV also is setting a record for long tube life in high-power UHF.*

WBRE-TV's enthusiastic report on low tube cost per hour of transmitter operation is just one instance among many in which broadcast and television stations are getting "high mileage" on RCA power tubes.

Where lower transmitter tube cost is the goal, RCA power tubes are the answer. Your RCA Electron Tube Distributor stands ready to serve your needs promptly. Just call him.

RADIO CORPORATION OF AMERICA
Electron Tube Division **Harrison, N. J.**


Something new is rolling



into FLINT

The most exciting new vehicles in television – ABC's fall line-up of shows – will be barreling into Flint, Michigan, October 12! That's when we take the wraps off our newest primary affiliate, WJRT!

WJRT will carry ABC-TV's advertisers into Michigan's second-largest city *and* second-largest market. It boosts ABC-TV's roster of major affiliates to 84 . . . brings our coverage of U. S. television homes up to a whopping 85.1% – 94.9% counting delayed broadcasts.

Another reason why advertisers who go places travel with ABC.

You get them at the *GET AGE* on *abc-tv*

MORE THAN
100%
Greater Listening Audience

WILS

	7:00 A.M.—12:00 Noon Monday Thru Friday	12:00 Noon—6:00 P.M. Monday Thru Friday
WILS	58.3	60.5
Sta. B	25.6	21.2
Sta. C	7.7	9.8
Sta. D	3.7	3.2

C. E. Hooper, March-April, '58

5000
LIVELY WATTS

MORE LISTENERS
THAN ALL OTHER STATIONS
HEARD IN LANSING COMBINED

LANSING

CONTACT
VENARD
RINTOUL &
McCONNELL, INC.

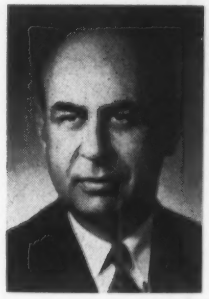
WILS
music news sports

81

ASSOCIATED WITH PONTIAC'S
WPON

OUR RESPECTS

to George Richard Comte



BEING No. 2 man to a No. 1 man can be both demanding and rewarding. Take the case of George Comte, who just stepped out of the No. 2 spot to take over the reins of WTMJ-AM-TV Milwaukee, succeeding now-retired Walter J. Damm.

Mr. Comte's colleagues recall the day in the early '50s when Gen. Douglas MacArthur returned and WTMJ-TV prepared to televise his arrival in Milwaukee. Mr. Comte, then assistant to the manager, encountered his superior in the corridor and thoughtfully suggested the special event be offered for sponsorship. With a characteristic snort, Mr. Damm bellowed: "Damn it, George Comte, haven't you ever heard of public service?" Unperturbed, Mr. Comte lined up the First Wisconsin National Bank and *Milwaukee Journal* as institutional co-sponsors.

Mr. Damm retired Sept. 27 after 42 years with the *Journal* organization—but not before he was honored that week with a "master key" to WTMJ-AM-TV's building. In the background was George Comte, balding, mild-mannered new chieftain, himself succeeded as manager by Robert J. Heiss.

Inheriting the mantle from a distinguished industry figure, Mr. Comte is likely to find that Mr. Damm wore especially big shoes. Mr. Comte appears highly qualified to try them for size—and fashion his own pair. His ascendancy the past decade to general manager of WTMJ-AM-TV, from a modest beginning as an announcer, has been steady if not meteoric.

Actually, George Richard Comte (the "e" is silent) wanted more than anything else to be a diplomat in the U. S. State Dept. He majored in political science at the U. of Wisconsin and while there was told he had a good voice for radio. So he took a fling as a student announcer in the summer of 1933 at $10 per week for WHA and, later, WIBA, both Madison, logging as many as 30 hours per week. When it became evident in his senior year (1935) that the State Dept. wasn't hiring anyone, he joined WTMJ. He's now a 23-year veteran of the Journal Co. at 45 (he was born in Marinette, Wis., June 1, 1913).

YOUNG Mr. Comte started handling such programs as *The Barnstorming Badger, Today's Events, Marching Through Wisconsin, Rhythm and Rhyme* (which he wrote and emceed), *Know Your Milwaukee, Down a Country Road* and *Designs for Dreaming*, three poetry and music shows. (He composed "I Went for A Walk in Oconomowoc" and collaborated on "Forward Wisconsin," a hastily devised substitute for "On Wisconsin," caught up in the broadcast ban). Later, his credits included the *Jane Jarvis Open House, Background of the News*, the syndicated *Wayne King Show* and *Songs and Stories*. After Mr. Damm guided WTMJ-TV to fruition (Dec. 3, 1947), Mr. Comte announced a television news program and had his own *George Comte Show*, an afternoon variety series.

His staff career was interrupted by World War II. Mr. Comte, who had completed ROTC service at Fort Custer, Mich., after graduation from U. of Wisconsin, served in public relations and with the 793d Military Police Battalion in England and northern France. He also commanded the 785th Military Police Battalion in Okinawa from August 1945 to February 1946. He was discharged as a major (and now is a lieutenant colonel in the Army Reserves). Earlier, before going overseas, he handled recruiting promotion for the air office of the 6th Service Command.

After returning to WTMJ as an announcer, he launched his executive career in 1950 as assistant to the manager, the late R. G. Winwie. He moved up to stations manager two years later and manager of radio and television in 1956, also being elected a director of the Journal Co.

Observers who regard Mr. Comte as a "protege" of Walter Damm are apt to be surprised. Colleagues will tell you he is "George Comte's man" but with a strong desire and intent to continue the aggressive, independent, profitable policies of his predecessor. In Mr. Comte's own words, this means a "clean operation" designed to keep the *Journal* stations in the forefront in Milwaukee. Such an operation, "in meeting public service requirements," he believes, "precludes any chain of events that can react to your disadvantage."

The new general manager (unlike his former superior) has his strongest roots in the community rather than in the industry as a whole. Aside from being a member of Radio Advertising Bureau's plans committee (his lone industry affiliation), he is a member of Milwaukee Kiwanis Club's board of directors and the Milwaukee Advertising Club's board of governors.

Mr. Comte lives in Milwaukee and also maintains a residence in Northern Wisconsin. In his spare time he is an avid curling enthusiast, cribbage player and amateur forester and holds a fervent interest in Wisconsin history, past, present and future.

it's
the
fashion
to buy
Kluge Radio
More and more every day, time buyers are being charmed by Kluge Radio. It's more than just a matter of style—it's simply that each Kluge Radio station has a special flair for producing more results per dollar in its own market. It's fashionable to be smart. And your smart buy across the nation is a Kluge Radio Station:
WGAY Greater Washington, D. C. area
WEEP Pittsburgh, Pennsylvania
WKDA Nashville, Tennessee
WINE Greater Buffalo, New York area
At home tunic of Scotch tweed to wear with sleek tights by Vera Maxwell. Interlining of non-woven crease resistant PELLON.

NOW YOU CAN CAPITAL-IZE WITH GEORGE AND GRACIE ON WRC-TV!

Make the most of your Washington dollars with the great GEORGE BURNS AND GRACIE ALLEN SHOW, first-run-off-the-network, available now for program or participation sponsorship on WRC-TV! Here's a *proven* all-family attraction with a fantastic network record—30.1 average Nielsen rating, 45.6% share-of-audience. And WRC-TV spots it at just the *right* time to catch the big all-family audience—5:30-6:00 p.m., Monday through Friday! For this and many other splendid sales-building availabilities, contact WRC-TV or NBC Spot Sales, *right now!*

NBC LEADERSHIP STATION IN WASHINGTON, D.C. SOLD BY NBC SPOT SALES **WRC-TV · 4**

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 55, No. 14 OCTOBER 6, 1958

HEADCOUNT ON RADIO-TV EMPLOYES

- **Broadcasting finds 71,728 at stations, 14,620 at networks**
- **Individual operations range from 1 in radio to 220 in television**

THERE are 86,348—count 'em—86,348 fulltime employes working for U. S. broadcasting stations and networks. Their earnings are at least $530 million a year.

This total, the first precision measurement of employment in the broadcasting industry, is published in the 1958 BROADCASTING YEARBOOK, now on the way to subscribers. It is based on an industry-wide survey conducted this past summer.

This is how the 86,348 breaks down:

- 71,728 work for radio and tv stations.
- 42,523 work for radio stations.
- 29,205 work for tv stations.
- 14,620 work for radio-tv networks.

While there are more than six times as many am radio stations (3,271) as tv stations (495), 40% of the total station employes are working in the newer video medium.

The typical or median tv station employs more than five times as many fulltime executives and staff people as the typical am station. The fulltime staff of the typical station: tv station, 51 employes; radio station, 10 employes (all figures include executives).

The survey is based on figures obtained from station questionnaires used in compiling the YEARBOOK station directories. Of the 495 commercial tv stations, 300 answered the employment questions. Of the 3,271 am stations, 2,427 answered the employment questions. The results were projected to total operating stations.

A wide range of staff size is shown at both radio and tv stations (see table). Four radio stations list only one fulltime employe, with the maximum employment found at one station that had a staff of 175. Seven radio stations said they had two fulltime employes, 32 listed three and 46 stations had four fulltimers.

The first major group of radio stations in the YEARBOOK compilation is found in the list of those having five fulltime employes. A total of 198 stations said they had a staff of five, with 186 listing six employes. Over three-fourths of all radio stations have from 5 to 15 fulltime employes. The survey shows 115 am stations have 15 employes; 758 have 16 or more; 223 have 25 or more.

Only five radio stations have a fulltime staff of 100 or more. Two stations have 100, one has 108 employes, one has 125 and one has 175.

In television the station employment level moves sharply upward. While the typical or median tv station has a staff of 51 fulltime employes, two stations are operating with a staff of three. One station has five employes, one has seven, one has eight and one has 10 on the staff.

At that point the staff size begins to increase. Five tv stations have 13 employes, six have 15, 12 have 17, and 12 have 20 fulltime staff members. Thirteen stations employ 25 persons on a fulltime basis; 24 have 30 on the staff, the largest single tv station category in the employment survey. Only 80 of the responding tv stations have fewer than 25 employes.

Just behind the 30-employe staff is the 55-employe organization, 22 stations belonging to this group. Thirty-six stations report 100 or more employes. The largest tv station staff includes 220 workers, with two stations employing 200 and one having 190.

The YEARBOOK figures do not take into account the overlap in radio and television stations under common operation where employes work on both stations. Each radio station questionnaire sought the number of fulltime employes; each tv questionnaire asked the same question.

Figures showing the number of fulltime executives and employes at the four major radio and tv networks were supplied by the networks themselves. Here are their figures (radio and tv combined for those having both): ABC, 2,525 employes; CBS, 6,327; MBS, 168, and NBC 5,600.

The Dept. of Commerce has estimated that there were 78,000 full-time employes in radio and television in 1957, and they earned a total pay of $527 million. These employes had average annual earnings of $6,756 in 1957.

An annual analysis by the department shows that broadcasting ranks second among all American industries in average pay, being exceeded only by the earnings of those in the brokerage and securities industry.

THE 1958 BROADCASTING YEARBOOK, all 628 pages of it, went into the mails last week. It is the biggest and most complete in the history of the publication, and the first in which both radio and tv information have been combined since 1951.

Among its major features:

County-by-county breakdowns of radio and tv homes, retail sales, food sales, drug sales and passenger cars; complete directories of all U. S. radio and tv stations including information on facilities, affiliations and executives; newspaper and group ownership; station representatives and their station lists.

Radio and tv networks including their affiliated stations and gross, Class A one-hour rate for each; FCC rules and regulations; the radio and tv codes; equipment manufacturers; radio and tv program services; advertising agencies; talent agents; broadcasting attorneys and engineers; associations; Nielsen figures on the radio and tv audiences; radio and tv time sales; Negro and foreign language programming.

Aside from subscriber copies, limited numbers of the BROADCASTING YEARBOOK are available at four dollars per copy.

TELEVISION STATION EMPLOYES

Percent of stations which employ these respective numbers of fulltime employes

1-5	6-10	11-15	16-20	21-25	26-30	31-35	36-40	41-45	46-50	51-60	61-70	71-80	81-90	91-100	Over 100
1.0%	1.0%	2.0%	8.0%	4.3%	10.0%	4.7%	8.0%	4.3%	4.7%	13.3%	12.0%	9.3%	2.7%	3.0%	11.7%

RADIO STATION EMPLOYES

Percent of stations which employ these respective numbers of fulltime employes

1-5	6-10	11-15	16-20	21-25	26-30	31-35	36-40	41-45	46-50	51-60	61-70	71-80	81-90	91-100	Over 100
11.8%	40.2%	24.9%	10.9%	5.4%	1.9%	2.0%	1.0%	0.7%	0.5%	0.2%	0.2%	—	0.1%	0.1%	0.1%

HAS 'THE' CAR STARTED 'THE' WAR?

Buick sticks with television against massive newspaper resistance

Buick's history-making allocation of more than half of its total advertising budget to the broadcast media provoked newspapers last week to open what could become the bitterest inter-media war since the beginning of television.

Buick's agency, McCann-Erickson, was caught in the firing zone.

What caused newspapers to bring up their biggest guns was Buick's decision to allocate $12.5 million to tv and another $1 million to radio out of a total 1959 model year budget of $25 million.

The loss of their historic lion's share of a major automaker's advertising was a painful blow to newspapers. The hurt was aggravated by the research which McCann-Erickson used to prove that the Buick media allocation made sense in contemporary advertising.

The powerful American Newspaper Publishers Assn.'s Bureau of Advertising demanded and got a meeting with Marion Harper Jr., McCann-Erickson president. The significance with which newspapers regarded the meeting was indicated by their representation. Twenty-five newspaper publishers and executives were present, along with officers of the Bureau of Advertising.

A say-nothing statement was issued afterward by the bureau. The agency issued no statement at all.

But what was discussed, in detail, was a McCann-Erickson report which was circulated to Buick dealers just before the introduction of the new line. That report contained research results showing that tv made a stronger impression among Buick shoppers than newspapers and that both tv and radio cost less per thousand than newspapers.

What was certain to be discussed, if future meetings were held by the Bureau of Advertising and McCann-Erickson, was still another and newer survey, made by Television Bureau of Advertising. That survey showed that the Buick commercials on the Bob Hope show Sept. 19 hit people harder than any of Buick's introductory print advertising.

The McCann-Erickson report which came under newspaper attack was labeled "Merchandising Report No. 2" and was dated Aug. 23, 1958. The report was sent to Buick dealers for promotion and merchandising purposes.

In discussing Buick's announcement plans for its new car, the report noted that newspapers, tv magazines, outdoor and radio were among the media to be used. (Buick's introductory advertising started with the Sept. 19 debut of its new car). But the crux of the report were Advertest Research figures showing that 59% of "Buick Shoppers" during the 1958 model year said tv advertising (Buick tv advertising) stood out "most strongly in their minds" compared to 12% newspapers and 29% magazines, and that "54% said tv did most to interest them in looking at a Buick, compared with 18% for newspapers and 28% for magazines."

To clear up any dealers' doubts which may have greeted these figures, the report charted a "cost comparison among major media 1958," based on the advertising cost of reaching 1,000 adult "noters." This set of figures found five-minute participation "plan" on radio reaching 1,000 adult listeners at a cost of $1.09; half-hour tv program costing $4.28 for that number of viewers; a four-color magazine page at $5.11 but a 1,000-line newspaper ad costing $10 for 1,000 "noters."

With these "facts," namely the "effectiveness of television with Buick prospects and its low relative cost of reaching people, you can see why television will play a big part in advertising The Car," the report asserted.

The report detailed for the first time the actual extent of the radio spot campaign by Buick. Radio is getting $1 million of the budget, giving radio and tv combined about 52 or 53% of the total budget. Known to be a heavy spot campaign [ADVERTISERS & AGENCIES, Aug. 18], the Buick drive is spelled out in the report as "the biggest we've ever had . . . radio spot coverage in 283 markets on 403 stations, beginning Sept. 15 . . . [and] up to 10 Bob Hope five-minute radio shows each weekend on NBC's *Monitor* for 13 weekends beginning Sept. 12." Buick's formidable network tv use includes eight specials on NBC-TV, the half-hour *Action Theatre* August 22-Oct. 10 on ABC TV, alternate weeks of *Wells Fargo* on NBC-TV, Monday nights.

The TvB study of the effects of commercials on Bob Hope's *"Roberta"* Sept. 19 was released last week. Conducted for TvB by Qualitative Research Inc., the study revealed that 53% of persons who had been exposed to the Buick commercials said they liked the car "very much," while only 16% reported they had "no opinion" of the car. Of those who had not seen the tv commercials, 62% said they had no opin-

Night Sheep-Counters Target of Tea Council

Tea Council of the U.S.A. Inc., which last year used "the voice of conscience" to convert coffee drinkers to tea, this year is abandoning subtlety in favor of a hard-hitting, mince-no-words tv spot campaign that says, in effect, "if you're one of those people [who can't sleep at night] switch to tea!"

Last Tuesday (Sept. 30) at the 13th annual convention of the Tea Assn. of U.S.A. Inc. at Whiteface, N. Y., Charles M. Dering, Leo Burnett Co. account executive, explained how the campaign will look on tv and what it's going to take to put it over.

The council has allocated $1.2 million to slot a barrage of announcements between 6-11 p.m. Part of the allocations comes from the balance of the 1958 air budget of $1.7 million, the rest from the 1959 budget. The 20-week campaign kicks off Oct. 19 and will deliver to 18 markets 40 hot tea commercials each—or predicated on an advance audience tally—a total of 1 billion "impressions."

Explained Mr. Dering last week: Burnett seeks the largest possible audience, thinks that it can be reached during the hours when 64% of total U. S. set count is in use. The markets are Chicago, New York, Los Angeles, Baltimore, Boston, Detroit, Philadelphia, Pittsburgh, Washington, Cleveland, Providence, San Francisco, Portland, Seattle, Buffalo, Syracuse, New Haven and Schenectady—representing "over 50% of the total tv homes."

Thinks Burnett: during a four week period, hot tea messages will reach 94% of the total homes at least once in these markets, 35% of the homes 11 or more times. "This means," Mr. Dering said, "26 million people will be exposed . . . 11 or more times in a four-week period, but almost three times that number—approximately 71 million will be exposed to our commercials one or more times in a four-week period."

What is the purpose of the campaign, other than to win new tea drinkers? Says Mr. Dering: "We realize that our market for hot tea is not the universe . . . not all people are troubled by other hot beverage habits . . . so our selling messages are directed to a segment of this universe. First to those who recognize distressing elements in their hot beverage habits but do nothing about it; and second to those who have already made the change to hot tea. We want to reconfirm their decision."

At its upstate New York meeting the tea association elected a new slate of officers for the coming year. P. C. Irwin Jr. of Irwin-Harrisons-Whitney Inc., New York, becomes president of the organization, succeeding Edward C. Parker of Tetley Tea Co. Other tea merchants elected to new posts: Philip I. Eisenmenger, Standard Brands Inc., as vice president; Joseph F. Diziki, Carter, Macy Co., as treasurer; W. G. Barker (Thomas J. Lipton Inc.), Albert W. Dimes (Tetley), W. H. Hall (McCormick & Co.)—new directors.

U. S. Steel Sets Radio-Tv Plans For Fifth 'Operation Snowflake'

The fifth annual U. S. Steel "Operation Snowflake" promotion — through BBDO, New York—will get under way Nov. 17 with network radio and television, it was announced Friday (Oct. 3) by the agency. Supplementing the steel firm's *U. S. Steel*

ion one way or the other concerning the new Buick, while 18% said they liked the 1959 Buick "very much."

Respondents also were asked to name the three new Buick lines (Le Sabre, Invicta and Electra). Despite all other advertising, the study showed, more than 68% of non-viewers had seen or heard nothing about the new Buick and 86% could not recall any of the three models. In contrast, at least half the viewers could name a specific Buick line and the average who could recall any, recalled two of them.

Interviews were conducted in nine cities, asking persons their opinion of the 1959 Buick line. It was pointed out that both viewers and non-viewers had had the opportunity to be exposed to Buick's introductory advertising in full-page newspaper ads, magazine advertisements and radio announcements. TvB nevertheless felt the impact of "even a single television show still would be measurable."

Said George Huntington, assistant to the president at TvB: "In the light of the current cries and after-the-fact expressions of opinion by newspaper spokesmen concerning the Buick endorsement of television, we believe TvB's policy of relying upon researched facts instead of someone's opinion has again been vindicated."

It was learned that McCann-Erickson, meanwhile, had prepared a newspaper advertisement for release last Friday (Oct. 3) that was to announce that in the first 10 days in Buick's introduction "x" number of new cars were sold. The number was expected to be somewhere between 30-35,000 which McCann feels is the best model introduction in any year including peak year 1955.

M-E media people privately expressed an opinion that even more Buick funds would be channeled into television, feeling that results so far were buttressing the Buick-agency strategy of shifting emphasis from newspapers to television.

If that prediction came true, it would be despite an unremitting assault on the Buick strategy by newspapers.

The assault started soon after the McCann-Erickson "Merchandising Report No. 2" was circulated. The Newspaper Advertising Executives Assn. prepared and sent to newspapers an open letter citing the Buick report and suggesting that newspapers give Buick dealers the letter and an accompanying "memo" outlining reasons why newspapers could do a better selling job than tv.

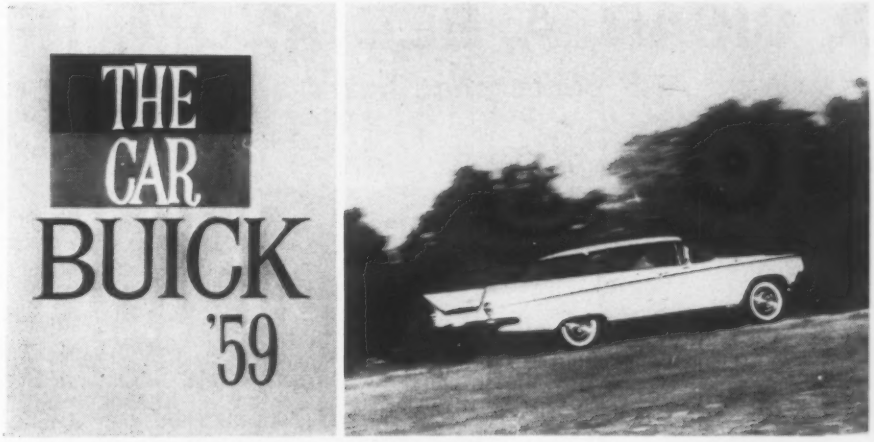
Meanwhile, the newspapers' Bureau of Advertising went directly to Buick management and after conferences asked newspapers to postpone their missionary work among dealers until more conferences were held.

The conference of bureau officials, publishers and Mr. Harper was held last Wednesday. Two days later (Oct. 3) Louis A. Weil Jr., chairman of the bureau's board, issued the following statement.

"We feel that there was a refreshing and candid attempt to do the right thing by all parties concerned. There was a joint interest wholeheartedly shared by everyone to work in closer understanding. . . .

"We have the sincere feeling that today's meeting will lead to better understanding on the part of everyone concerned."

It was revealed that a committee of newspaper executives which would include the bureau's president, Charles T. Lipscomb Jr., and Dr. Howard D. Hadley, its research vice president, would be formed to "work closely with McCann-Erickson."



TV COMMERCIALS for 1959 Buick, as shown in Bob Hope's "Roberta" on NBC-TV, made far stronger impact on people than newspaper or magazine advertisements. This was the finding of a special survey conducted for Television Bureau of Advertising after the Sept. 19 show. It was on that day introductory advertising for Buick broke in all media.

Hour (alt. Wednesdays, 10-11 p.m.) will be continued participations in CBS-TV's *Arthur Godfrey Show* and eight network radio programs. Additionally, U. S. Steel, which again seeks to stimulate Christmas gift sales of "hard goods"—major steel appliances—will provide dealers and distributors with free radio kits containing transcribed commercials and spot scripts. Kits are to be used for local spot campaigns.

Earlier this spring, U. S. Steel bought a weekday 5-minute network newscast with Richard C. Hottelet, but switched onto Godfrey's summer replacement series shortly thereafter. The newest Godfrey cycle began Friday (Oct. 3) with a quarter-hour sponsorship on alternate Fridays for the next 20 alternate weeks. As such, it represents little additional cash outlay, Steel being a 52-week a year CBS-TV client. However, the radio allocations are new. For a 2-week pre-Christmas period, Steel will have 2-5 participations a program in the following shows: ABC Radio's *Breakfast Club*, NBC Radio's *Bandstand* and *Five Star Matinee*, CBS Radio's *Couple Next Door, Galen Drake, Robert Q. Lewis Show, Amos 'n' Andy Music Hall* and *Mitch Miller Show*.

Bergmann Tells Druggists About Tv's Sales Potency

Television has made substantial contributions to growing sales in the drug field largely because it is the only advertising medium that can deliver the full story of drug products, Ted Bergmann, president of Parkson Adv., New York, told a session of the National Assn. of Retail Druggists' convention in Philadelphia last week.

Mr. Bergmann supported his contention by pointing out that tv is the only medium equipped with both sound and sight, thereby offering a new dimension in effective selling: "The picture of misery; eyes that cry for help; brows wrinkled in worried thought. Tv offers the visual sell which doesn't verbally describe; it demonstrates."

He reminded retail druggists that manufacturers of toiletries, drugs and remedies and smoking materials are well acquainted with tv's selling prowess, and added:

"Last year, of the $660 million which advertisers spent in network television, approximately $200 million was spent by manufacturers of toiletries, drugs and remedies and smoking materials. Think of it, almost one-third of the total national program expenditure was directed specifically at helping you sell your customers. No other industry can make that statement."

Mr. Bergmann indicated that television should be credited with helping to boost drug store sales over the past 10 years. He pointed out that annual average sales per store increased from $60,000 in 1947 to $104,000 in 1957, whereas the population increased only by about 20% in that period.

"Is it just coincidence that during the same period television swept the country and increased its coverage from less than 50,000 to 43 million homes?" Mr. Bergmann asked. "And advertisers spent nearly $6 billion in the medium to sell their goods? You be the judge."

As evidence of television's power in helping to move products in retail stores, Mr. Bergmann cited, among others, Revlon's "phenomenal" success with the *$64,000 Question* and Pharmaceutical Inc.'s Geritol, which has become "America's No. 1 tonic through tv" (90% of its budget is in the medium). Mr. Bergmann noted that Pharmaceutical Inc.'s outlay for tv advertising in 1957 exceeded total sales in 1953.

A CIGAR, A BEE AND A PROFESSOR

What ARF conference heard about the first two and from the third

A test that proved television can sell a premium-priced product even in a recession, a pre-test that helped improve another commercial and a professor's viewpoint on advertising were outlined to leading advertiser, agency and media authorities last week.

The tv case histories were presented during the course of Advertising Research Foundation's fourth annual conference, held Thursday (Oct. 2) in New York and devoted to the subject of better evaluation of advertising in today's economy.

Success for Cigar • President Albert J. Wood of A. J. Wood & Co., marketing research agency, told how officials of Dutch Masters cigars, a premium brand, learned by testing that tv could sell their product even when they feared smokers would switch to lower priced cigars.

They undertook a 13-week test in a three-station market of approximately 400,000 population, using spot announcements on a station whose rating was comparable to what they probably would get in other cities if a full campaign were put into effect. Three surveys were made: one wave just before the test started, one nine weeks later and one 26 weeks later. The results:

"1. The techniques employed showed that the television campaign did increase brand awareness. Spontaneous, unaided mentioning of Dutch Masters went up from 54% in the first wave to 70% in the second—an increase of about 30%. The third wave showed no further increase after 17 additional weeks of advertising.

"2. There was an increase in overall buying of Dutch Masters 'in the last seven days' from 20% in the first wave to 30% in the second—an increase of 50%. The third wave again showed no further increase.

"3. The proportion of Dutch Masters favorers increased from 15 to 19 to 21%—increases of 27 and 11%, respectively.

"4. The proportion of Dutch Masters triers (those who bought Dutch Masters during the week but do not consider it their favorite brand) more than doubled, going from 5 to 11%. By the third wave, however, it dropped half-way back to its old level."

Mr. Wood noted that "by the time the option came up for renewal, in effect three weeks before the end of the 13-week coverage, there was evidence of a significant increase in brand awareness—an increase of 35% for Dutch Masters. The proportion of triers doubled and the proportion of favorers increased by 25%, which means that some of these triers had been converted into regular buyers."

All this, Mr. Wood said, led the company to conclude that (1) the tv spots were successful; (2) tv could stimulate sales of a premium-priced cigar even in the recession; (3) the evidence was good enough to prompt renewal of the campaign but the second 13 weeks were "not nearly as effective as the first period," leading to the conclusion that (4) "the advertising dollars spent on this particular promotion would travel farther if used extensively over a large number of markets for a short period of time, rather than intensively for a longer period in a limited number of markets."

Pre-testing Johnson's Bee • A technique for pre-testing commercials was detailed by Perham C. Nahl, associate director of research for Needham, Louis & Brorby. The product was Johnson's Pride wax, and the storyboard for one of the commercials had a new cartoon character, the Johnson Bee, who served as spokesman for Johnson's wax. NL&B and the client wanted to make sure the new character didn't do more harm than good.

For the test, the storyboard drawings were filmed and the audio portion put on tape, and people were asked to look and listen and then give their reactions.

"We picked up some adverse reactions on the first test," Mr. Nahl reported. "From 30 to 50% of the women reported that the Bee talked too fast or that his voice was too harsh. The women were able to recall most of the essential copy points. It was decided that we would put the Bee into the commercials but that he would talk more slowly and clearly. Although he remained a pitchman, his voice was less of a buzz."

Mr. Nahl said "this method of pre-testing has been highly successful for accomplishing certain kinds of results" but should not be expected to accomplish certain other things—for example, foretelling which of several commercials will, when completed, sell the most products. Commercials whose success depends on the finished version of the video are questionable candidates for storyboard testing, he asserted, as are those which depend heavily on creating mood.

The ARF conference, held at the Waldorf-Astoria, covered a wide range of subjects dealing with advertising evaluation, including case histories and progress reports on techniques for measuring advertising's sales effectiveness, determining advertising budgets and strategy and prediction of the results of an advertising budget.

Academician on Advertising • The luncheon meeting was the stage for analysis of advertising and advertising research through the academic eyes of Jay W. Forrester, professor of industrial management, Massachusetts Institute of Technology. He contended, in part, that the advertising industry has a very narrow viewpoint. This narrowness exists in two dimensions, one in time ("advertising policies and measurements do not adequately recognize some of the very long delayed responses and after-effects that exist") and the other in space ("advertising is not adequately integrated with product design or production").

Professor Forrester noted advertising "is a powerful and important influence in our present-day economy," but held advertising "is not an end in itself. Its goal is not merely to generate impact or consumer

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

NOTE: The Sindlinger interviewing week has been changed to Saturday through Friday, with questions on the basis of "yesterday." Thus, the ACTIVITY week now runs Friday through Thursday.

There were 125,601,000 people in the U. S. over 12 years of age during the week Sept. 19-25. This is how they spent their time:

70.8%	(88,926,000) spent	1,811.4 million hours†	WATCHING TELEVISION
60.2%	(75,612,000) spent	1,165.8 million hours	LISTENING TO RADIO
83.5%	(104,877,000) spent	411.9 million hours	READING NEWSPAPERS
34.7%	(43,584,000) spent	202.6 million hours	READING MAGAZINES
24.4%	(31,023,000) spent	380.2 million hours	WATCHING MOVIES ON TV
26.0%	(32,713,000) spent	136.8 million hours	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

† Hour totals are weekly cumulative figures. People—numbers and percentages—are figured on an average daily basis.

* All people figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

SINDLINGER'S SET COUNT: As of Sept. 1, Sindlinger data shows: (1) 110,650,000 people over 12 years of age see tv (88.1% of the people in that age group); (2) 42,847,000 households with tv; (3) 47,179,000 tv sets in use in U. S.

awareness. Its primary purpose is not even merely to sell. It should operate as part of a team for creating long-range profitable company success."

In citing poor corporate planning, Professor Forrester said advertising can produce "peaks and valleys in the sales pattern which do nothing but increase factory and distribution costs." Again, "too often, advertising creates a product-image which is not supported by the product itself; or it builds a picture of a company personality which is not reflected by company sales and service men."

As for advertising research, the professor held it "woefully inadequate," adding that most of what does exist is not research in the scientific sense but "much of so-called advertising research is itself merely advertising." He called for a long-range program of several years to work up to the point where 5% of the total U. S. advertising expenditure, or $500 million, would flow into "advertising development," with $50 million of that amount going into "pure basic" research of a scientific nature.

"The challenge and new frontier in our capitalist society during the next three decades is not space flight," the MIT educator said, "but the science of management and economics. It is in management and economics, not on the moon or Mars, that the current international competition will be won."

Pontiac Bypasses Mary Martin To Put $400,000 in Tv Spots

An irresistable force—the need to unveil the 1959 Pontiac line on tv; an immovable object—singer Mary Martin who has asked for a postponement of her Dec. 12 *Songbook* [ADVERTISERS & AGENCIES, Sept. 29], met last week.

CBS-TV told Pontiac's agency, MacManus, John & Adams, N. Y., that it would be unable to deliver Miss Martin, hoping that Pontiac would still stick with the network in December. The answer was no. Instead, MJ&A will take the $400,000 allocated to the show and jump the official Oct. 15 unveiling (on the CBS-TV Ginger Rogers-Ray Bolger spectacular) with a five-day saturation tv spot campaign on 130-160 stations in 50 markets. Starting Thursday (Oct. 9), MJ&A intends to blitz these areas with six spots a night. The agency is working overtime the next few days to get commercials printed and mailed to stations.

Nationwide Insurance on CBS For $200,000 in Documentaries

The nation's fourth largest automobile insurance company, Nationwide Insurance Co. (formerly Farm Bureau Insurance Co.), Columbus, Ohio, has signed with CBS Radio for six special documentary programs this season. Produced for Nationwide by CBS News' Unit One (public affairs department), the $200,000 contract was negotiated through Ben Sackheim Inc., New York, and represents the largest single sponsor order in the department's history.

The documentary series, *The Hidden Revolution*, was inspired by Nationwide's public service-conscious president, Murray D. Lincoln, who also heads Private-Charity Care Inc. Reasons Mr. Lincoln: Nationwide policyholders represent a major share in the U. S. economy, and the economy will dictate the future. The series, said an agency spokesman, "will be thought-provoking and controversial."

The programs, narrated by Edward R. Murrow and featuring such outspoken figures as Vice Admiral Hyman G. Rickover, economist John Kenneth Galbraith, historian Oscar Handlin and Joint Chiefs of Staff Chairman Gen. Nathan F. Twining, will premiere Oct. 22 at 8-9 p.m. Subsequent half-hour programs are tentatively set for Nov. 19, Dec. 17, Jan. 21, Feb. 18 and March 18.

Agency Kills Employe Bonus

McCann-Erickson notified its employes last week that the holiday bonus usually distributed in December would be passed up this year, but that management hoped it would be only a one-year hiatus.

Chairman H. K. McCann and President Marion Harper Jr. said that "our business, like many others, has felt the effect of the recession" and operating figures "indicate that the profit for the current year will not provide the margin required for the . . . 'extra compensation'." But they said they were confident of a business upturn in 1959 and a good year for the agency, and hoped "that our 1959 profits will warrant a renewal of the 'extra compensation' payment next year." In effect since 1950, the holiday bonus has averaged about 5% of annual salaries.

General Baking's $1.5 Million Switches From BBDO to Compton

General Baking Co. (Bond bread and other Bond products), New York, a large regional advertiser in a wide area east of the Rockies, announced Thursday (Oct. 2) it had appointed Compton Adv., New York, as its agency. Earlier in the week, news was out that the advertiser had quit BBDO.

Charles H. Brower, BBDO president, said the switch came as a surprise, the changeover to be effective Jan. 1. The account had been at BBDO (and predecessor companies) since 1919, left in 1941 but returned the following year.

The baking organization's anticipated budget for the next year, according to Compton, is "in excess of $1.5 million."

PREVIEW

LITTLE TYKES FOR A BIG SALES JOB

Heublein Inc., Hartford, Conn., via its agency, Bryan Houston Inc., New York, is moving ahead in spot tv this fall at an accelerated pace and featuring animation in its commercials.

For its Maypo maple-flavored oat cereal, the advertiser has just kicked off a spot tv campaign on more than 100 stations throughout the northern U. S., southernmost points being San Francisco in the West and Baltimore in the East. All one-minute announcements in or near children shows, the campaign runs for 26 weeks. The new set of commercials feature Marky, an impish, animated child who has sparked Maypo expansion and encouraged the advertiser to invest $1 million in this spot tv effort alone [ADVERTISERS & AGENCIES, July 14].

For Maltex, minute tv spots will run on more than 25 stations throughout the North, also in or adjacant to kiddie shows and running 26 weeks. A new set of commercials has developed Grover, an animated baby which Heublein hopes will capture the viewer's imagination, as has Marky. Both Maltex and Maypo commercials were prepared by Storyboard Inc.

Heublein now is getting ready to break today (Oct. 6) with still another tv effort, the first for its Andersen soups. This is a seven-week test campaign to run on 14 stations in California (five in Los Angeles; two in San Francisco; three in Fresno and one in Santa Barbara, and others scattered in other markets in the state). Used but not pictured above will be newly-developed characters of the Andersen identical twins Pea-Wee and Ha-Pea, and Robert Pea-Sour Andersen. Goulding-Elliott has produced the soup commercials using the voices of Bob and Ray.

WHAT ARF DOESN'T KNOW ABOUT SP

Where does the advertiser stand—aside from moral or ethical considerations—in relationship to subliminal perception? Does it work?

The answers are not quite given by the Advertising Research Foundation in releasing a report of its committee on motivation research which took a careful reading on SP. Reason: the committee found there's not enough evidence available on the subject in the first place.

The ARF-initiated report—appropriately reviewed and approved by the ARF board—actually is an "explanatory statement" and, as such, circulated to its agency-advertiser subscribers for their benefit.

The ARF paper on SP is very brief but prepared, according to Dr. Wallace H. Wulfeck, executive vice president at William Esty and ARF's chairman of the board, "because of widespread public and business interest in the new technique and the controversy about its effectiveness."

It summarizes the opinions of the experts on the committee—13 of the 18 in the group hold doctorate degrees—ARF points out.

The ARF motivation research committee decided it would describe "the phenomenon of subliminal perception" and outline some technical problems in applying it to the idea of subliminal perception in advertising. In addition to independent study, the committee drew on memoranda made available to it by agency ARF subscribers Kenyon & Eckhardt; Needham, Louis & Brorby and J. Walter Thompson Co.

The committee also "acknowledged the existence of ethical considerations in using subliminal advertising but decided that a discussion of these questions should not be included . . ."

Aside from the detailed explanations given by ARF's paper on SP, the technique is generally seen as one which evokes stimuli below the threshold of conscious awareness and having some definite effect on behavior. But the researchers are unsure just where the threshold is, finding it to be a statistical one, that is, a value producing a response on the part of the observer in at least half the trials. But the value varies with the person, and changes within each person from moment to moment and day to day.

Noted the ARF paper: "Information on the practical application of subliminal perception to advertising is almost non-existent." But taking into account known psychologica! facts on SP, it was obvious to the researchers that commercial use—applying it to the movies, to television or to radio while music is playing—would require much research on technical problems and economic evaluation.

It's known, the ARF paper pointed out, that there are differences in the threshold for individuals (these would be accentuated in tv by variances in light levels during programs, distances viewers sit from the screen and by the fact that individual tv sets are tuned for various degrees of brightness and contrast).

Another technical problem: strong stimulus competition that would surround SP in its commercial application. Unlike laboratory experiments where conditions are more controlled, interruptions and distractions are at a maximum, and in fact the SP message may be offered quite close to advertising messages seen and heard and about other products.

It was indicated that the committee felt there has not been enough data to show the extent to which SP is effective in influencing behavior (noted in particular are tests made in movie theatres on advertising on behalf of popcorn and Coca-Cola sold within the theatre).

Chairman of the ARF committee on motivation research is Herta Herzog, vice president and director in charge of research, McCann-Erickson. The group is made up of several executives in research at some of the larger advertising companies (General Mills, Continental Oil, E. I. du Pont, Wildroot, Chrysler) and a number of agency experts in research. Thomas E. Coffin, NBC's director of research, and several researchers with consumer magazines are on the 18-man committee. Among the agency executives with the group: BBDO's

MIGRATING BOTH WAYS ACROSS THE HUDSON

FOR SEVENTH YEAR, KELO Sioux Falls, S. D. and WLOL Minneapolis, joined this time by KSO Des Moines, staged a World Series party for agency and advertiser people in New York last week, and today (Oct. 6) they're set for one in Chicago. There was luncheon followed by hors d'oeuvres and cocktails to go with game-watching on tv, plus a $1,000 Esther Dorothy mink stole prize, with festivities continuing to 9 p.m. Here, at New York party, are (l to r) Tony Moe, v.p. and general manager of KSO; Joe Floyd, president of KELO-AM-TV; Gertrude Scanlan, BBDO; Larry Bentson, president of WLOL-KSO; Evans Nord, general manager of KELO-AM-TV; Wayne (Red) Williams, general manager WLOL.

DURING the New York leg of a two-week farm study tour of eastern U. S. and Canada conducted for some 200 farmers by WOW-AM-TV Omaha, the group lunched at the Hotel Biltmore Sept. 29 with 15 agency media supervisors and buyers. Host of tour Mal Hansen (second from right), the stations' farm service director, confers with William Read (left), John Blair & Co., Nebraska farmer Floyd Snover, and Gloria Mahoney, media buyer, Ford account, J. Walter Thompson.

INSPECTING North Carolina tobacco are NBC and agency people from New York who visited the Tar Heel state as guests of WITN (TV) Washington, N. C. Standing (l to r): Jack Hardingham, Headley-Reed; T. H. Patterson, vice president, WITN; William Bass, account executive, WITN; Alton Boswell, sales supervisor, Wilson Tobacco Market; G. Earl Broome, sales manager, WITN; W. R. Roberson, Jr., WITN president; W. E. Barnes, vice president, WITN; Ken Goldblatt, Headley-Reed; Mrs. Arthur Johnson and Mr. Johnson, NBC; Gertrude Scanlan, BBDO; Sallie Melvin, NBC Research; Nat Stone, SSC&B. Seated (l to r): Tom Burton, tobacco auctioneer; Carleton Hence, Headley-Reed; Eileen Greer, Ted Bates Co.; Lucien Chimene, J. Walter Thompson; and Ed Kirchner, Ted Bates Co.

Nothing else like it in Greater New York

NOTHING APPROACHES THE SOUND:
WVNJ originated the programming concept of Great Albums of Music. It is the only radio station in the metropolitan area that plays just Great Albums of Music from sign on to sign off every single day of the year.

NOTHING APPROACHES THE AUDIENCE:
The very nature of the music makes the audience preponderantly adult. It's a rich audience, too. In one of the wealthiest counties of America (Essex—with its million plus population) WVNJ is first in 27 out of 34 rated periods from 7 AM till midnight. It is tied for first in three more. According to Pulse it has more listeners here than any station in New Jersey and New York as well.

NOTHING APPROACHES ITS VALUE:
WVNJ delivers its adult, able-to-buy greater New York audience for less cost per thousand homes than any other station in the market. By every reasoning it's your very best buy.

RADIO STATION OF The Newark News ____ national rep: Broadcast Time Sales • New York, N. Y. • MU 4-6740

WVNJ *Newark, N. J.— covering New York and New Jersey*

MGM's

OUR GANG

BOOSTS WRCV-TV RATINGS 500%

52 hilarious subjects never before shown on TV... tie-up your market before the sellout!

WRCV · WRCV-TV
NATIONAL BROADCASTING COMPANY, INC.
A SERVICE OF RADIO CORPORATION OF AMERICA
1619 Walnut Street, Philadelphia 3, Pa.
LOCUST 4-3700

September 5, 1958

Mr. Richard A. Harper
General Sales Manager
MGM-TV
1540 Broadway
New York, New York

Dear Dick:

Just thought you'd like to know that the OUR GANG Series is producing tremendous results here! Our ratings, according to ARB, climbed about 500% to give us clear command over the 9:00 A.M. to 10:00 A.M. time slot.

The month prior to the programming of the OUR GANGS, the rating in this time slot ran from about 0.6 to 1.9. In the short time that the OUR GANGS have been on, our ratings for the same time slot have risen to a high of 7.4 giving us first place in this three station market.

OUR GANG at WRCV-TV really wishes that your GANG had more OUR GANGS available.

Best regards,

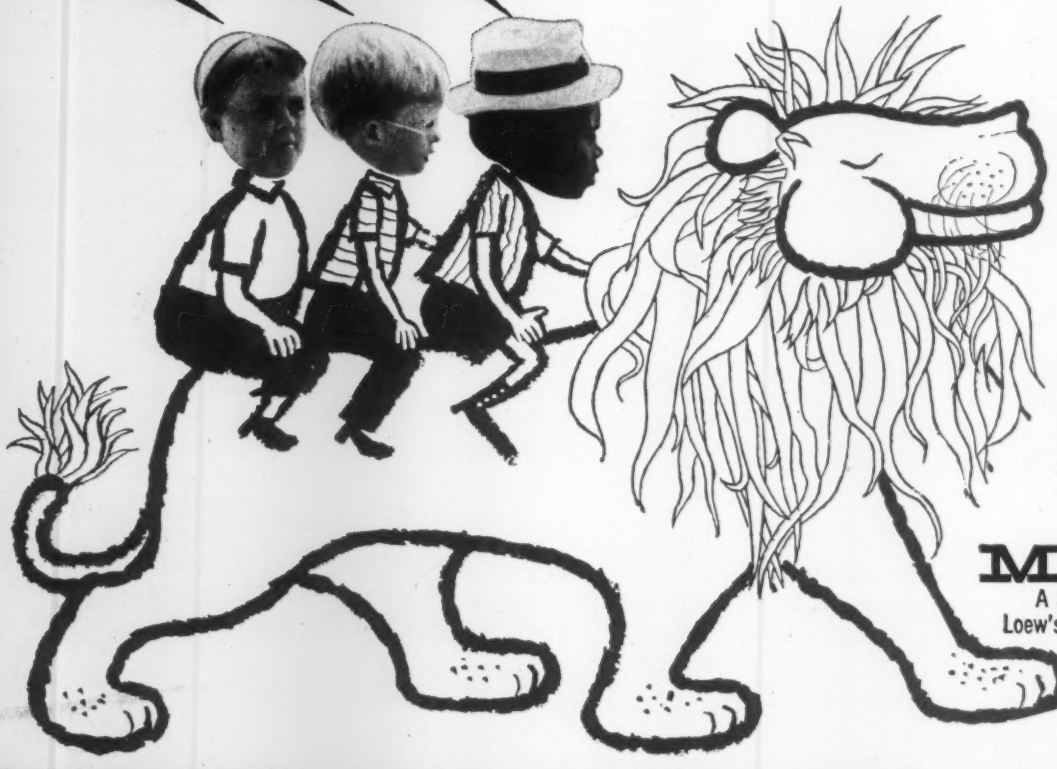
Jack Wiley

John P. Wiley
Manager, TV Advertising
and Promotion

7.4 ARB PHILADELPHIA

20.6 ARB CHARLOTTE

18.4 ARB WICHITA



TAKE A TIP FROM LEO... AND CALL MGM-TV TODAY!

Write...wire or phone...
Richard A. Harper,
General Sales Mgr.
1540 Broadway,
New York 36, New York
JUdson 2-2000

MGM-TV
A Service Of
Loew's Incorporated

Bayard Badenhausen who is manager of research at the agency; K & E's Alberta Gilinsky, account research supervisor and, Arthur Kopen, a research psychologist with JWT. Two ex-officio members of the committee: A. W. Lehman and D. B. Lucas, respective managing and technical directors with ARF.

Buchanan Now Part Of Lennen & Newell

The long-awaited merger of Buchanan & Co. into Lennen & Newell Inc. [ADVERTISERS & AGENCIES, June 30, *et seq.*] became a fact last week. Absorption of the Buchanan agency—which becomes the Buchanan Div. of Lennen & Newell—raises L&N's billing to $83 million, of which about 52% will be in the broadcast media.

John Hertz Jr., Buchanan president, becomes senior vice president in charge of the Buchanan Div.; Executive Vice President William Dasheff becomes senior vice president and management account supervisor, while Vice President Fred Keith becomes vice president and management account supervisor on Convair Div. (General Dynamics Corp.) operating out of the Los Angeles offices.

Buchanan officials said last week that, with the exception of a few accounting and media personnel, the entire Buchanan staff will be kept intact. So will the account roster which includes Reynolds Metals Co., Warner Bros. Co., American Broadcasting-Paramount Theatres.

B & B Adds $6.5 Million Billing In Purchase of Lambe & Robinson

Benton & Bowles has moved into the international field, purchasing an overseas agency for the first time. Effective Oct. 31, B & B becomes the parent company of subsidiary Lambe & Robinson of London with which it had a working agreement for about two years.

B & B's acquisition represents an added billing of an estimated $6.5 million, making its total billing about $100 million. The London branch will be known as Lambe & Robinson-Benton & Bowles Ltd. Present management of the overseas agency remains intact: Kenneth Robinson, chairman; John Cuff, managing director, and George B. Beaumont of B & B as a director.

Lambe & Robinson is one of the 10 largest agencies in Great Britain and includes these clients: Thomas Hedley & Co. Ltd. (Procter & Gamble's British subsidiary) for Tide, Camay and other brands; Ballantyne Sportswear Co. Ltd.; Scottish Mutual Assurance Society; Ex-Lax Ltd.; Quaker Oats Ltd. (animal and pet foods division) and Universal Labs Ltd. (subsidiary of Pfizer Inc.).

Koret Chooses Television

Key advertising medium to introduce Koret of California's 1959 spring line of women's sportswear will be television, Mervin N. Brown, the firm's advertising sales promotion manager, has announced. An expanding schedule of spots featuring "Korie," Koret's cartoon character, has been set in 11 key markets.

COLORCASTING®

The Next 10 Days of Network Color Shows (all times EDT)

CBS-TV

Oct. 8 (8-9 p.m.) *High Adventure* with Lowell Thomas, Delco through Campbell-Ewald.

NBC-TV

Oct. 6-10, 13-15 (2:30-3 p.m.) *Haggis Baggis*, participating.

Oct. 6, 13 (7:30-8 p.m.) *Tic Tac Dough* Procter & Gamble through Grey.

Oct. 7 (8-9 p.m.) *George Gobel Show*, RCA-Victor through Kenyon & Eckhardt.

Oct. 8, 15 (8:30-9 p.m.) *Price Is Right*, Lever through J. Walter Thompson and Speidel through Norman, Craig & Kummel.

Oct. 8, 15 (9-9:30 p.m.) *Milton Berle Starring in the Kraft Music Hall*, Kraft Foods through J. Walter Thompson.

Oct. 10 (8-9 p.m.) *Further Adventures of Ellery Queen*, RCA through Kenyon & Eckhardt.

Oct. 11 (8-9 p.m.) *Perry Como Show*, participating.

Oct. 12 (7-7:30 p.m.) *Noah's Ark*, sustaining.

Oct. 12 (7:30-8 p.m.) *Northwest Passage*, RCA through Kenyon & Eckhardt.

Oct. 12 (8-9 p.m.) *Steve Allen Show*, Polaroid through Doyle Dane Bernbach, DuPont through BBDO and Greyhound through Grey.

Oct. 12 (9-10 p.m.) *Dinah Shore Chevy Show*, Chevrolet through Campbell-Ewald.

Oct. 13 (9:30-11 p.m.) *Hallmark Hall of Fame*, Hallmark through Foote, Cone & Belding.

Oct. 14 (8-9 p.m.) *Eddie Fisher Show*, Liggett & Myers through McCann-Erickson.

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

STICKLESS STICKY APPLE • Eat-A-Treat Inc. (caramel apples), Cincinnati, is formulating tv spot campaign to encompass 23 stations. Satisfied with market test results in western Michigan, confectionery company is now moving into Indiana, Illinois, Ohio, Wisconsin, Oklahoma and Texas. Apples are packed in cellophane, minus usual "dangerous sharp stick." Agency: Bruce M. Radder, Grand Rapids, Mich.

MORE SWEETS • James O. Welch Candy Co. (Sugar Daddies, Pom Poms, etc.) western division, L. A., is increasing its tv advertising budget from about $30,000 a year ago to $45,000 this year, reaching five markets. Beginning Oct. 1, Welch will use one-minute participations in *Popeye* telecasts twice weekly on KFSD-TV San Diego, KRON-TV San Francisco, KTLA (TV) Los Angeles and KTNT-TV Seattle; twice weekly on *Cartoon Carousel* on KTLA and three times a week on *Pioneer Club* on KGW-TV Portland, Ore. Contracts, placed through Honig-Cooper, Harrington & Miner, Los Angeles, are for 26 weeks.

NOVEMBER BLITZ • Studebaker-Packard Corp., South Bend, Ind., has ordered saturation campaign on MBS on behalf of its new Lark car and its 1959 line of Studebakers on weekends of Nov. 8-9, 15-16 and 22-23. Campaign involves 109 participations on Mutual's news and news commentary programs. Agency: D'Arcy Adv., St. Louis.

NIGHT AND DAY • Renewal by Philip Morris Co. (Marlboro cigarettes) for 104 participations, plus seven new participation orders in NBC-TV's *Today* and *The Jack Paar Show*, were announced last week by network. PM agency is Leo Burnett Co. New orders were placed by Alliance Mfg. Co., through Dancer-Fitzgerald-Sample; Northam Warren Corp., (Cutex), through Doyle Dane Bernbach; Dormeyer Corp., (power tools) through John W. Shaw Adv.; Louis Marx & Co., through Al Paul Lefton Co.; Studebaker-Packard, through D'Arcy Adv.; Mennen Co., through Warwick & Legler, and Beltone Hearing Aid Co., through Olian & Bronner.

FIGHT NIGHT • Confirmation of new sponsorship lineup of the ABC-TV *Wednesday Night Fights* was issued last week by network. Joining Miles Labs, Elkhart, Ind., as co-sponsor is Brown & Williamson Tobacco Co. (Viceroys, Kool) out of Ted Bates & Co. [BUSINESS BRIEFLY, Sept. 29]. Miles agency is Geoffrey Wade Adv., Chicago.

ARRID PARTICIPATION • Carter Products Inc. (Arrid cream deodorant, Arrid Whirl-In and other products), N. Y., has signed for participating sponsorship of ABC-TV's *American Bandstand* (Mon.-Fri., 4-5 p.m.) Sullivan, Stauffeur, Colwell & Bayles Inc., N. Y., is Carter agency.

Regional Dodge Drive Set

The formation of an association by New York and New Jersey Dodge dealers to implement a regional advertising program with annual billing of almost $1 million was announced last week by C. P. Noonan, area director for Chrysler Motor Corp. The campaign will begin immediately in all media, primarily spot radio and newspapers. The budget will be spent in the greater New York-New Jersey metropolitan area. The program was developed with the aid of Grant Adv., New York, agency for the Dodge Div., Chrysler Corp.

on radio—

Anthony J. Koelker, Manager Radio Station KMA

Today let's get down to brass tacks and talk in explicit terms of how Radio KMA delivers sales—real cash sales, without give-aways or gimmicks.

EXAMPLE: On August 30, May Seed Company started advertising Minnhafer oats, a new variety that is rust and disease resistant. The kick-off talk on KMA coincided with the Nebraska State Fair opening in Lincoln, where the company operated an exhibit booth.

In one week 5,000 bushels were sold at the Fair exhibit alone. 12,649 bushels were sold during one week, and a supply of 22,000 bushels will be gone by the time this is printed. Mind you, selling oats in September for spring planting is pretty much unheard of.

EXAMPLE: The distributor for Magic Thread, a miracle fabric mending liquid, ($1 postpaid) over a steady 9-month period on KMA received almost 8,500 orders. He advises KMA topped 8 Midwest stations advertising the same offer.

EXAMPLE: Tidy House Products Company tested two $1 premium and box top offers during two weeks in August (supposed to be dog days). KMA produced 2,534 orders in 14 days.

EXAMPLE: Joe Zweibačk, owner of Vitamin Industries, Omaha, believes KMA-land is a healthy market. He's been a 52-week advertiser for 15 consecutive years.

EXAMPLE: Joe Gans at Maxwell-Sackheim, New York, says, "You're only as good as yesterday's mail count." Joe is understandably cagey about releasing figures, but he might tell you about the thousands of silicone ironing board covers KMA sold for him.

Others who can testify first-hand to KMA's sales power are Sam Margulis in St. Louis for McCALL'S; Wally Closner in Lincoln, Nebraska, for Gooch flour; Dix Harper at Aubrey, Finlay, Marley and Hodgson in Chicago for International Harvester; Adam Reinemund in Omaha for numerous products; and, of course, any Petry man.

THE HEART BEAT OF THE CORN COUNTRY
KMA SHENANDOAH, IOWA
5000 WATTS, 960 KC ABN
AFFILIATED WITH KMTV CHANNEL 3 OMAHA
Represented by EDWARD PETRY & CO., INC.

Doner, Peck Merge Into $20 Million Shop

Another agency merger was announced Friday (Oct. 3). The result: Doner & Peck Inc., with billings of $20 million, a considerable amount of which is in the broadcast media. Components of the new combine are W. B. Doner Co., Detroit-Chicago-Milwaukee - Philadelphia - Baltimore, with estimated billing of $14 million, and Peck Adv., New York, billing about $6 million.

Both agencies service accounts that are active broadcast users. At Doner, radio-tv is mainly regional on behalf of such accounts as National Brewing Co. (National Bohemian beer), Speedway petroleum and Hygrade food products. Peck's radio-tv activities are more national in scope, principally for network-using clients U. S. Time Corp. (Timex) and Manhattan Shirt Co. [ADVERTISERS & AGENCIES, Sept. 15].

Under the merger agreement, Harry Peck, chairman of Peck's executive committee, becomes board chairman of Doner & Peck; Sidney Garfield, Peck board chairman, becomes president and chief executive officer of the new agency; Sanford L. Hirschberg, Peck executive vice president, takes over as D&P executive vice president; Wilfred B. Doner, Doner president, becomes treasurer, and Marvin H. Frank, president of Doner's Chicago and Milwaukee operations, becomes secretary.

No change in personnel or account conflicts are expected, since "in effect all this means is that Doner now will have a New York office for its clients and that Peck will have the advantage of a broad, national marketing service," according to one agency executive. It is contemplated that new offices will be opened on the West Coast and in the South and Southwest. A possible product conflict between two radio-tv using brewers —Bohemian and Heineken's (Van Munching & Co.)—has been averted, the agency noted. Bohemian is a regional beer, Heineken's a premium-priced import beer that has achieved national distribution.

Doner & Peck's offices are as follows: 505 Washington Blvd. Bldg., Detroit 26 (Woodward 5-7400); 400 Madison Ave., New York 17 (Plaza 3-0900); 35 E. Wacker Dr., Chicago (Andover 3-7800); 1324 W. Wisconsin St., Milwaukee 3 (West 3-9315); 2225 N. Charles St., Baltimore (Belmont 5-1212).

Mennen in Pursuit of Prestige

Mennen Co. (toiletries), Morristown, N. J., which had sponsored Wednesday night boxing on ABC-TV for more than three years, last week shifted its approach and signed as a full-hour alternate-week sponsor of CBS-TV's new drama series, *Pursuit* (Wed., 8-9 p.m.), starting Oct. 22. Cost in time and talent is estimated at more than $3 million. Mennen will advertise its line of men's and baby toiletries on the new show. It was reported that Mennen and its agency, Gray Adv., felt that *Pursuit* would be "more of a prestige vehicle" than the boxing bouts. The fights on ABC-TV will be co-sponsored by Miles Labs and Brown & Williamson Tobacco Corp., Louisville.

AD IMPACT

Edward R. Murrow, who now has P. Lorillard as sponsor of *Person To Person* and who for years has smoked another company's cigarettes, said last week he was "trying" Lorillard's Kents—"which is what the commercial tells you to do." Lorillard officials meanwhile denied the cigarette Mr. Murrow was shown smoking in an announcement ad had a "doctored-in Kent filter," as reported by BROADCASTING in the Sept. 29 issue. They said the picture was obtained from the Murrow office and that "layout and copy of the ad were sent to Mr. Murrow for his personal approval before being released for publication."

Metzger to Head Central Div. Of EWR&R; Wachter to New York

Additional duties as active head of the central division of Erwin Wasey, Ruthrauff & Ryan Inc., including its Chicago office, were assigned Wednesday to Roswell W. Metzger, chairman of the agency's executive committee. At the same time, Frederick J. Wachter, vice president and general manager of the Chicago office, is being transferred to New York, with his duties to be announced shortly, according to David B. Williams, EWR&R president.

Mr. Metzger will direct all central division operations, continuing as chairman of the executive committee. Starting with the former Ruthrauff & Ryan agency in 1933, he was elected to its board in 1948 and to the executive group in 1950. After the merger with Erwin Wasey, Mr. Metzger was elected to the board and made chairman of the executive committee.

Hennessy, Norcott in K&E Switch

Appointments were made known last week at Kenyon & Eckhardt, New York, apparently connected with the executive changes announced a few weeks ago [ADVERTISERS & AGENCIES, Sept. 22]. Franklin J. Hennessy, financial vice president, has been placed in charge of the agency's corporate services, and Alfred A. Norcott, assistant secretary and assistant treasurer, has been elected secretary. Mr. Norcott will assist Mr. Hennessy in corporate services. In the past series of executive changes, David C. Stewart's election as executive vice president was announced. Mr. Stewart was treasurer and senior vice president.

MR. HENNESSY

MR. NORCOTT

wherever they be

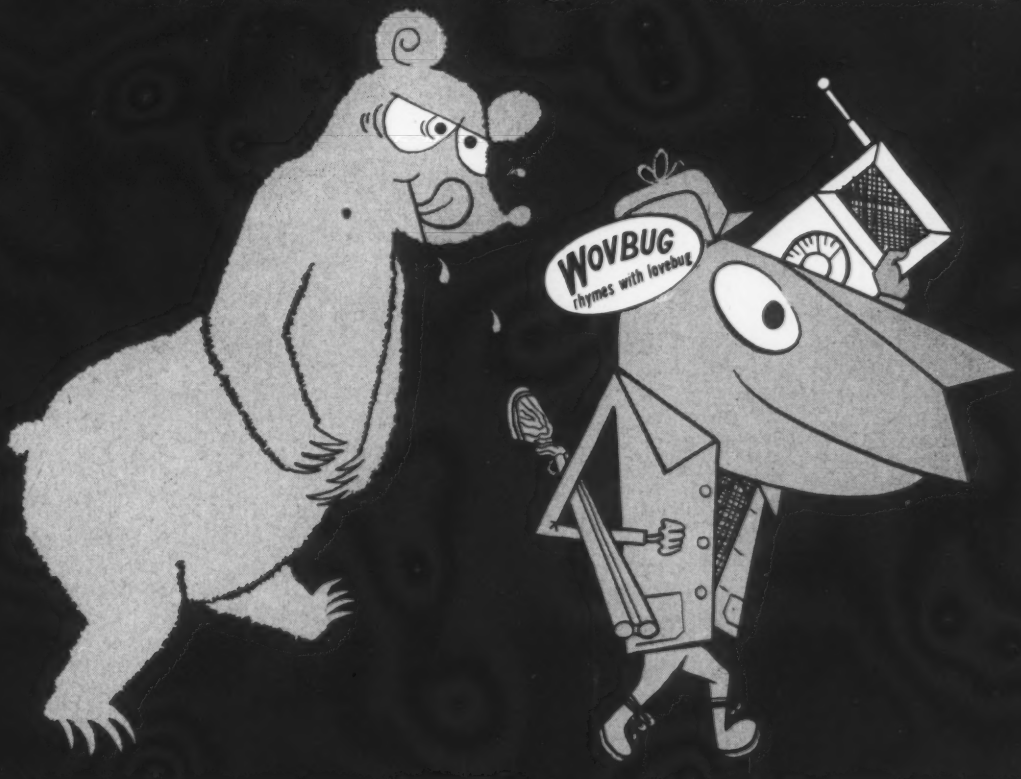
it's

WOV

5000 Watts

IN N. Y. C. and VICINITY

first in the Negro Community



If you're hunting for sales in the 17-county metropolitan New York area, there's an enormous potential in the great Negro Community that resides in it.

Its growth speaks volumes — over 40% since 1951 alone. Its per capita income level, too, has risen almost 40% in that time. Today this community represents approximately a million and a half persons in New York, New Jersey and the Connecticut area— 427,054 families yearning for the better things in life and, more than ever, able to buy them.

Programming 11½ hours a day to the interests of this vital community, WOV is the only radio station in New York that reaches this market in its entirety —and reaches it MORE on every survey made.

A complete factual booklet —"Maximum Sales in the Negro Market of New York"— just completed — is well worth your study. It's yours for the asking.

WOV NEW YORK

Representatives: John E. Pearson Co.

The Good Years

Grandparents in Central Ohio are at least twice-blessed. With the good years come irresistible grandchildren and well-earned leisure time to share with them.

You see a cheerful example in the photograph above. While Mom and Dad enjoy an evening out, grandparenthood is in flower. All three generations approve the evening's agenda—WBNS-TV, and then off to bed.

As bedtime story-teller to thousands of children and their grandparents, WBNS-TV recognizes its responsibilities. To spin yarns that enchant the young, yet hold the rapt attention of adults, calls for a deft sense of showmanship and uncompromising standards. High adventure and tense drama must be reserved for those hours when the little grandchildren have long since been tucked into bed.

An indication of WBNS-TV's programming savvy is our remarkable record of telecasting 147 of 180 most

popular family shows last year. Our local newscasters, weatherman, farm reporter and sports authority are held in equally high esteem. This is the happy outcome of a deep understanding of the Central Ohio character. When you were born and raised in Central Ohio like WBNS-TV, it just comes naturally.

We're not story-telling when we quote advertising agency time-buyers who have researched the situation. They say with conviction: "If you want to be seen in Central Ohio—WBNS-TV."

WBNS-TV

CBS TELEVISION IN COLUMBUS, OHIO

Edwin Clemans, RR #2, Mt. Sterling, was one of 14,000 Central Ohioans mentioned on newscasts last year by WBNS-TV reporters Chet Long, Bill Pepper and Tom Gleba.

AGENCY APPOINTMENTS

Felters Co., Boston, manufacturers of "Woolsuede" and other felt products, names Anderson & Cairns, N. Y., to service consumer advertising. Felters retains Sutherland-Abbott, Boston, as agency for trade advertising and industrial products.

Takashimaya Inc., Tokyo, appoints Wexton Adv., N. Y., as agency in U. S. Japan's leading department store chain opens New York City branch Oct. 15, and will use radio-tv "before long," according to agency president Larry Schwartz, former resident of Japan. Mr. Schwartz will supervise account; George Gilbert, Wexton v.p. and former Sears, Roebuck & Co. official, is account executive.

Gray Mfg. Co., Hartford, Conn., appoints Gramercy Sound Assoc., 175 Fifth Ave., New York 10 (Algonquin 4-0986) as national sales, advertising and promotion representative. United Audio Products Div., United Optical Mfg. Corp., N. Y. also names Gramercy Sound Assoc. Gray manufactures high-fidelity sound components (tone arms, transcription turntables, etc.) and United distributes German-made Dual 1006 Stereo changer and Wigo high-fidelity speakers.

TWO-WEEK VACATIONS for two were won by Roy Terzi (l), Dancer-Fitzgerald-Sample, and Kay Shanahan (c), Morey, Humm & Warwick, at presentation luncheon given by KOLN-TV Lincoln, Neb., for 357 agency and advertiser executives at Roosevelt Hotel in New York Sept. 12. Lester C. Rau (r), KOLN-TV general sales manager, and vice president and general manager A. James Ebel were hosts. Guests also included members of Avery-Knodel, station representative, and of CBS-TV and ABC-TV. Mr. Terzi won vacation in Miami; Miss Shanahan in Colorado Springs.

Federal-Mogul Service Div. of Federal-Mogul-Bower Bearings Inc., Detroit, appoints Brooke, Smith, French & Dorrance Inc., Detroit.

Winpower Manufacturing Co. (farm appliances), Newton, Iowa, names Truppe, LaGrave & Reynolds, Des Moines, Iowa.

Mission Industries (tie racks), appoints Reach, McClinton & Co., L. A. William L. Banning is account executive.

Executive House (hotel), Chicago, appoints Olian & Bronner Inc., Chicago.

General Instrument Corp., Newark, N. J., has appointed Martin Mann Assoc., L. A., as sales representative for entire GI product line (including rectifiers, transformers, diodes and tv components) on West Coast, and has set up west coast field engineering office in Los Angeles, with former ITT excutive **Gerard V. Smith** in charge.

Atlantic Television Corp., N. Y., appoints Tom J. Corradine & Assoc., in western states, Hawaii and Alaska.

Gladstone Co. (developer of shopping centers) appoints Walter McCreery Adv., Beverly Hills, Calif.

FILM

NTA STARTS FALL WITH 90% SOLD

The NTA Film Network will begin the fall season this week with more than 90% sponsorship of six-and-one-half hours weekly of programming, it is being announced today (Oct. 6) by Ely A. Landau, NTA board chairman.

The programs include three weekly half-hour series, *How to Marry a Millionaire*, *This is Alice* and *Man Without a Gun*, plus the five-times-a-week, hour long *Tv Hours of Stars*. The programs are carried on 115 stations.

Latest sponsor to sign is American Tobacco, New York (Pall Mall cigarettes), which last week arranged for full sponsorship of *How to Marry a Millionaire*. The agency is Sullivan, Stauffer, Colwell & Bayles, New York. Other sponsors are the Great Atlantic & Pacific Tea Co. (Paris & Peart Adv.), Perma Starch (Gordon Best Inc.), Philco (BBDO), Vick Chemical (BBDO and Morse International) and White King Soap (Erwin Wasey, Ruthrauff & Ryan).

An unusual sidelight is that in New York the four programs will be carried on WNTA-TV, owned by NTA, plus two additional stations—WPIX (TV) and WOR-TV. NTA bought time on the two other stations as a concession to the advertisers. It is believed to be the first time that a program has had triple exposure in the same market, although in the past a syndicated film program has played on two outlets in the same market.

PILOT ECONOMY

There are two ways to skin a pilot. The first is to shoot all 39 installments in one swoop, banking on immediate syndication should the series find no network taker. So says United Artists Television Inc., which has four series in the works of which only one relies on a pilot film, the other three being rolled at once. But Warner Bros. Television prefers method No. 2. This entails shooting a theatrical film of some 90 minutes duration, showing this around at the networks and agencies. Then, should it fail to connect, the "pilot" could always be tandemed around the theatrical circuit, thus amortizing cost of shooting the initial film. However, WB-TV was lucky. It found a couple of takers for *77 Sunset Strip* on ABC-TV (American Chicle, Carter Products, etc.). What to do with the 90-minute film? WB-TV, ABC-TV and the sponsors got together and decided to extend the premiere show by 30 minutes so as to accommodate the "pilot." On Oct. 10. *77 Sunset Strip* will be seen 9:30-11 p.m., thereafter at 9:30-10:30 p.m.

New Unit at Screen Gems To Create 3 Series Yearly

Screen Gems Inc., New York, announced last week it has expanded its Hollywood production organization to include a special unit responsible for the creation of at least three new series for first-run syndication per year.

The unit has been organized with Tom Gries, tv producer-director-writer, as director of syndicated program production, and Wallace MacDonald as director of syndicated program development. Mr. MacDonald has been a producer for Columbia Pictures, parent organization of SG, for the past 20 years. Mr. Gries has been a freelance writer-producer-director of motion pictures since 1954. He earlier had been a director-producer for various independent film producers.

First project will be a new half-hour tv film *Stakeout*. Produced for Screen Gems by Sam Katzman, it will be based on investigations of the Florida Sheriff's Bureau. As with SG's network program operations, the new unit will be responsible for developing wholly-owned SG properties, as well as those created by independent producers.

Niles' Syndicated Tv Spot Div. Moved From Hollywood to Chicago

Fred A. Niles Productions Inc. has transferred its syndicated tv spot division from Hollywood to Chicago headquarters as part of a "centralization program."

Mr. Niles also announced availability of his firm's first live action package, syndicated beer commercials, for market-by-market sale. He indicated he plans to produce several other syndicated spot packages in Chicago.

Henceforth, all sales, service and billing of syndicated tv spots will be handled at Niles' Chicago office, because most syndicated sales are made to midwestern companies in a 10-state area, Mr. Niles explained. Hollywood division recently moved from the Culver City RKO Lot to 5539 Sunset Blvd., with Dan Norton named west coast sales manager and Lionel Grover production chief.

"YUP-ONE COLOR SET GOES IN THE BEDROOM!"

WHEN it comes to livin' high off the hog, mighty few places in the U.S.A. can hold a candle to the Red River Valley!

That's because our hayseeds make *big money!* And they buy the same things you city slickers go for — aspirins and artichokes . . . beer and baby foods . . . cookies and Cadillacs!

To sell more goods in this high-income market, smart advertisers use WDAY-TV. No other Red River Valley media can even *touch* it — for impact, economy and efficiency!

Ask your PGW Colonel for all the facts.

(P.S. If you're a stickler for facts-and-figures, we've got STACKS of surveys to prove WDAY-TV's dominance. *And we mean prove it!*)

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC

PETERS, GRIFFIN, WOODWARD, INC., Exclusive National Representatives

Sillerman Leaves TPA Post As Firm Is Acquired by ITC

Coincidental with the purchase of Television Programs of America, New York, by Independent Television Corp. for $11.35 million [LEAD STORY, Sept. 22], Michael M. Sillerman, executive vice president of TPA, last week resigned from the new company. Mr. Sillerman's future plans were not divulged.

A joint statement, by Walter Kingsley, president of ITC-TPA, and Mr. Sillerman, said the contract was terminated at Mr. Sillerman's request: They said the move was "coincidental" with the purchase. Mr. Sillerman's contract with TPA still had more than a year to run, it was pointed out.

MR. SILLERMAN

Final papers under which ITC took over the assets of TPA were signed on Sept. 26. The purchase price of $11.35 million was said to represent "the largest transaction of its kind in the tv film industry."

UA-TV Signs New Series

United Artists Television Inc. last week announced the signing of its fourth full 39-installment tv film series. UA-TV and producer Himan Brown will jointly finance, produce and distribute *International Airport*, starring Lee Bowman. The series will begin shooting "shortly" in New York. UA-TV indicates two more series will be announced before the end of the year [CLOSED CIRCUIT, Sept. 15]. Its other "full-39" series now in production include *The Vikings* (Bryna Productions), *Dennis O'Keefe Show* (Cypress Productions) and *Troubleshooters* (Northstar Ltd.). A fifth proposed series, *The Young In Heart*, is the only one to be shot after sale to an advertiser or network based upon one pilot film. All the others will be shot in series of 39 before presentations are made.

United Film to Open Branches

Plans for opening branch offices in two major cities and the purchase of certain German electronic equipment for $30,000 is planned by United Film & Recording Studios, Chicago. United has completed a modern interlock studio for film transfer work in which the specially-designed German equipment will be utilized. The firm started operations in 1930.

Pathe Promotes Murray, Melamed

O. W. Murray, executive vice president and director of Pathe Labs Inc. (tv-motion picture film processor), Hollywood-New York, has been elected president, succeeding Kenneth M. Young, who has retired. David J. Melamed, director-treasurer, is appointed executive vice president and will head the sales and finance departments. Gerald F. Rackett, supervising executive of Columbia Pictures Labs, is named vice president in charge of Pathe's west coast operations. Messrs. Murray and Melamed will headquarter in Los Angeles and New York, respectively.

'Matinee' Snapped Up

Eight days after WWJ-TV Detroit bought 26 *Matinee Theatre* films from NBC's film division, its station representative, Peters, Griffin, Woodward, was able to report the series sold out to eight national advertisers for its 26-week play—starting on the station today (Oct. 6). This was the initial sale of *Matinee*, once a standard daytime hour on NBC-TV. (Although *Matinee* went live, some of the original programs were filmed). In placing the films on the air at 10-11 p.m. Mondays, the station preempted a half hour (10-10:30 p.m.) of the network feed, titled the film series *NBC Playhouse*. Advertisers included Procter & Gamble, Schick, Instant Chase & Sanborn and Helene Curtis, among others.

CBS Newsfilm Adds Six Stations

Six new subscribers to CBS newsfilm service were registered last week as the division marked its fifth anniversary of providing news footage to stations for locally produced news programs. Stations are WWL-TV New Orleans, WEHT-TV Evansville, Ind.; KRCA-TV Sacramento; WLAS-TV Asheville, N. C.; KPIX-TV San Francisco, and YVKA-TV Caracas, Venezuela.

FILM SALES

Prudential Insurance Co. of America, through Reach, McClinton & Co., buys *Big Ten Hi-Lites*, syndicated film series on WGN-TV Chicago.

Hearst-Metrotone announces sales of its syndicated telenews newsfilm programs to WTCN-TV Minneapolis, which contracted for *This Week in Sports*, and *The Weekly News Review;* WCKT (TV) Miami, for *Telenews Daily Newsfilm;* KTBS-TV Shreveport, which contracted for daily service, to be sponsored by Arkansas Louisiana Gas; Nippon TV Tokyo, Japan, which renewed full telenews services, and agricultural division of American Cyanamid, which resumes sponsorship of *Farm Newsreel*, in 52 markets.

ABC Films Inc., N. Y., reports new sales on *The People's Choice* half-hour tv film series, starring Jackie Cooper, to WTMJ-TV Milwaukee, WRCV-TV Philadelphia, WTVN-TV Columbus, WPRO-TV Providence, WDSU-TV New Orleans, KNXT (TV) Los Angeles, KCIX-TV Nampa, Idaho, KPIX (TV) San Francisco, WFIE-TV Evansville, Ind., and Park Bank, Knoxville, for WATE-TV Knoxville.

CBS Television Films Sales Inc., N. Y., reports sale of its *Colonel Flack* half-hour tv film series in 20 new markets, raising total markets sold to 80. Sales included two regional transactions, covering seven California markets bought by Pacific Gas & Electric Co. and nine northwestern markets by Heidelberg Brewing Co., Tacoma, Wash.

MCA-TV Film Syndication's package of Paramount features has been purchased by KMOX-TV St. Louis.

Ziv Television Programs, N. Y., reports renewal of its *Sea Hunt* half-hour tv film series by G. Heileman Brewing Co., La Crosse, Wis., in Chicago, La Crosse, Madison, Wausau and Green Bay, all Wisconsin. Agency: Compton Adv., Chicago.

FILM DISTRIBUTION

Bert Dunne Productions, S.F., has packaged for tv 5-minute unit, *Science Capsule*, featuring Dr. Tom Groody. Format consists of science question and answer, demonstrated through simple visual experiments, plus opening and closing billboards, with integrated commercial. First sponsor to sign for *Capsule* is Bay View Federal Savings & Loan Assn., S.F., which will launch show on KTVU (TV) San Francisco.

National Cotton Council, N.Y., in cooperation with Denim Council of Assn. of Cotton Textile Merchants of New York, has produced *Blue Jeans*, six-minute documentary about "the most famous pants in the USA." Prints are to be distributed to tv stations for public service programming, and subsequently offered to schools and colleges as educational film feature.

Flamingo Telefilm Sales Inc., N. Y., offers its *Stars of the Grand Ole Opry* half-hour tv film series to stations either for five-day-a-week presentation or as one and one half hour weekly program (Flamingo is combining three episodes).

Trans-Lux Television Corp. announces addition of 21 new film releases to its Encyclopaedia Britannica film library including *Chaucer's England*, and *The World of the Invisible* covering microscopic animals invisible to naked eye.

ON CAMERA

Interstate Television Corp. has begun filming of 30-minute tv series, *Divorce Hearing*. Harry Spears is director and Al Blake, researcher for show. Set as moderator is Dr. Paul Popenoe, general director of American Institute of Family Relations.

United Artists Tv's new series, *The Vikings*, has been set for January 1959 at Munich, Germany. Named to produce and direct *Vikings* is George M. Cahan, who joins UA-TV on special assignment from California National Productions, NBC film subsidiary.

AFL-CIO has begun production of weekly 15-minute tv film series called *Americans at Work*. Series is designed to show contributions of "people" to such American industries as paper, steel, glass, etc. Each segment will run 13 minutes with 30-second closing announcing film as public service presentation of AFL-CIO. Series will be offered around Nov. 1, for programming starting first week of January 1959.

Hal Hudson, producer of *Zane Grey Theatre* and executive v.p. of Zane Grey Productions, is readying second series to be produced in partnership with Four Star Films by Zane Grey Productions. Series, titled *Lawgun*, was created by Mr. Hudson and writer John McGreevey and will star Chris Alcaide. January shooting start is scheduled.

she's listening to radio . . . .

- or is she?

After all, hers is a busy day . . . washing, cooking, cleaning house, grocery shopping. It takes *real programming* to make this gal sit down and bend an "attentive ear" to radio. And remember, it takes the attentive ear for an advertiser's message to ring cash registers. Could this be the reason more and more advertisers are turning to "variety programming" stations . . . like powerful, popular WFAA? One thing's for sure — more and more of your customers have!

WFAA
820 • 570
50 000 WATTS 5000 WATTS
DALLAS
NBC • ABC

the stations with "variety programming"

Radio Services of The Dallas Morning News
Edward Petry & Co., National Representatives

THE BEAUTY

Y OF TELEVISION

Practically nobody will be amazed to learn that some 51 million more people watched a tearful young woman become the new Miss America than witnessed the original ceremonies in 1921.

Television's capacity to pinpoint the attention of the largest audiences of any medium of communication has long been an accepted fact of life.

But what is indeed impressive is that *14 million more* people saw the event on the CBS Television Network *this year* than the year before . . . that even after a decade of phenomenal growth, television continues its increasing penetration of American life.

It still seems something of a miracle that an obscure but appealing young girl from Brandon, Mississippi could become a nationwide celebrity overnight.

It is also a modern miracle of merchandising that the Philco Corporation, sponsor of the program, was able to introduce its new line of products to so many people at a cost per thousand homes of only $1.71.

A clue to the effectiveness of the broadcast was provided by an astonished Philco dealer who sold a television set or record player every three minutes throughout the next business day.

To an advertiser, this is the real beauty of television.

And as the nation's leading advertisers know, it is still further enhanced when their messages are broadcast on the network that has delivered the largest audiences in television for 3 consecutive years.

CBS

FCC WILL TAKE ANOTHER LOOK AT GRANTS IN OVERSIGHT CLOUD

- **Further scrutiny planned in Orlando, Miami, Boston cases**
- **FCC investigators may also delve into other questioned grants**

The FCC has decided to investigate every one of the tv grants which have been clouded with allegations of improprieties before the House Legislative Oversight Committee.

First move came last week when the Commission announced that on its own motion it was investigating charges of *ex parte* representations in the Orlando, Fla., ch. 9 case.

Even earlier, it was learned last week, the Commission tipped its hand when it informed Biscayne Television Corp. and Sun Ray Drug Co. that it would not act on an application seeking FCC approval of the $800,000 sale of Biscayne's WCKR Miami to Sun Ray (WPEN Philadelphia). The Commission said that it was looking into assertions that Biscayne had used undue influences in furthering its ch. 7 application.

Last week, also, the Commission told the U. S. Court of Appeals that it was unable to set the Boston ch. 5 case for re-hearing, as directed by the court last July, because it was necessary for it to conduct pre-hearing investigation of allegations of improper influences.

These actions came in the same week that the first rehearing, that of ch. 10 Miami, virtually came to a close. The only possibility is that testimony may be required from Sen. George A. Smathers (D-Fla.).

An FCC spokesman said last week that the Commission feels it has the responsibility of looking into all allegations of impropriety that have been mentioned in testimony on Capitol Hill. He refused to elaborate, but it is known that the Commission is convinced it must look into all such instances—for its own protection. It was also pointed out that an investigation does not mean in each instance that a hearing will be held. It is felt that in some instances an investigation will show that the charges are false or of no significance.

The Indianapolis ch. 13 case has already been remanded to the FCC by the appeals court—but on the question of Comr. T. A. M. Craven's participation in the final vote. Boston ch. 5 was remanded by the appeals court on its own motion because of allegations in the House committee's record. Miami ch. 7 was remanded by the same court at the request of the FCC.

PROBE REQUIRED BEFORE HEARING, FCC TELLS COURT OF APPEALS

The FCC last week publicly announced a formal inquiry into the 1957 grant of Orlando ch. 9 to WLOF that city.

The Commission's notice said that the record of hearings by the House Legislative Oversight Committee "makes reference to an alleged *ex parte* representation regarding the qualifications of an applicant for a contested television channel in Orlando, Fla., while the matter was in an adjudicatory status."

The FCC said it had instructed its staff to institute an inquiry into this. It also stated that it will take such further action as "in its judgment appears appropriate at that time" [when the staff reports the results of its investigation].

WLOF won the ch. 9 grant in Orlando on June 7, 1957, when the Commission, in a 5-0 vote, reversed the hearing examiner and granted WLOF the channel and denied the competing applicant, WKIS Orlando. The U. S. Court of Appeals upheld the FCC last May. WKIS has a petition for a writ of *certiorari* pending before the U. S. Supreme Court.

During the House committee's hearings, one of its investigators said that he had found a letter in former Comr. Richard A. Mack's files from Miami attorney William Dial raising questions as to the suitability of a WKIS principal.

ALLEGED IRREGULARITIES IN BISCAYNE PROMPT RED LIGHT ON WCKR SALE

The FCC is investigating alleged irregularities in the grant of ch. 7 to Biscayne Television Corp.—raised during hearings on Capitol Hill last June by the House Committee on Legislative Oversight.

The investigation became known when it was learned that the FCC has written both Biscayne Television and Sun Ray Drug Co. that no action would be taken on the former's sale of WCKR Miami to the latter for $800,000 [CHANGING HANDS, May 26] because of information alleging improprieties in the record of the House committee. These allegations, the Commission said in its Sept. 24 letter to both principals, are "under active consideration" by the FCC. The Commission said that the Hill testimony "raised questions as to the propriety of certain means employed on behalf of Biscayne Television Corp. to advance its interests as an applicant for authorization to construct and operate a television station on ch. 7 in Miami."

Biscayne won Miami ch. 7 in 1956. It comprises a combination of John S. Knight and James M. Cox interests plus Niles Trammell, former NBC president. WCKR is the former WIOD, owned by the Cox interests.

Sun Ray owns WPEN-AM-FM Philadelphia. WCKT (TV), the ch. 7 Miami station, is not involved in the sale transaction.

During the Harris Committee hearings, there were reports that various individuals interceded with FCC commissioners in behalf of Biscayne and other applicants in the case [GOVERNMENT, July 9].

A TALE OF TWO CITIES

An element of mystery entered the Miami ch. 10 case last week when FCC Associate General Counsel Edgar W. Holtz revealed to the presiding officer that he had received a telegram from an upstate New York individual stating that he had pertinent information on the ch. 10 case and asking for the right to be heard. Mr. Holtz explained that he had been unable to contact the sender but would report back later.

Later in the day, Mr. Holtz announced that the sender of the telegram—which actually had been addressed to former Comr. Frieda B. Hennock—was interested in the Albany, N. Y., ch. 10 case, not the Miami ch. 10 hearing. Mr. Holtz declined to name the sender.

PRE-HEARING ORDERED BY FCC FOLLOWING APPEALS COURT UKASE

The FCC has informed the U. S. Court of Appeals for the District of Columbia that the Commission will have to conduct a "pre-hearing investigation" into the Boston ch. 5 case before setting a re-hearing as directed by the court last July 31 [GOVERNMENT, Aug. 4].

Under order to make a progress report on the action it is taking for a re-hearing, the Commission told the court that the Boston ch. 5 case—unlike the Miami ch. 10 case—was treated "cursorily" in hearings by the House Legislative Oversight Committee and "sheds no light on a number of pertinent questions."

The court remanded the Boston case for an investigation of whether any commissioner should not have voted, although upholding the Commission's 1957 grant of ch. 5 to the *Boston Herald-Traveler* (WHDH).

The FCC, in its progress report to the court, said the material available on the ch. 5 case is "too fragmentary" for an immediate hearing without a preliminary investigation. The FCC has instructed its staff to institute a pre-hearing investigation with a view toward an early re-hearing of the Boston case, the Commission told the court, and as soon as relevant material is developed will order a hearing.

This investigation is being conducted by the same FCC team that handled the Miami ch. 10 hearings—Associate General Counsel Edgar W. Holtz, Assistant General Counsel Richard A. Solomon and Trial Attorney James T. Brennan.

DECISION STILL PENDS ON TESTIMONY OF SMATHERS IN MIAMI CH. 10 CASE

The FCC rehearing of the Miami ch. 10 case virtually wound up last Wednesday, only a month after its start.

Still to be decided is whether Sen. George A. Smathers (D-Fla.) will be called to testify. This depends on whether all counsel will accept as a stipulation the testimony of National Airlines Vice President Alexander G. Hardy before the House Legislative Oversight Committee. The testimony relates to Mr. Hardy's visits with Sen. Smathers, and Sen. Smathers' alleged conversations with former Comr. Richard A. Mack. Norman A. Jorgensen, attorney for National Airlines, said he would have to call for Sen. Smathers unless the stipulation was accepted.

Agreed to by all parties was a tentative

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WDZ—Decatur 1,000
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WOWO—Fort Wayne 50,000
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WISC—Madison, Wis. . . . 1,000
WMBD—Peoria 5,000
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KTRH—Houston 50,000
KENS—San Antonio . . . 50,000
Southeast
WCSC—Charleston, S. C. 5,000
WIST—Charlotte 5,000
WIS—Columbia, S. C. . . 5,000
WSVA—Harrisonburg, Va. 5,000
WPTF—Raleigh-Durham . 50,000
WDBJ—Roanoke 5,000

schedule which would close the record Oct. 10, with briefs to be filed by Nov. 3 and oral argument before the presiding officer, retired Pennsylvania Supreme Court Chief Justice Horace Stern, on Nov. 17.

Highlight of last week's one-day session was the charge by Paul A. Porter, counsel for WKAT Inc., that the Commission issued general instructions to its Office of Opinions and Review to write a final decision granting ch. 10 to National Airlines. Mr. Porter contended that these instructions were inadequate and that, in essence, "an artful and talented writer" in the review office wrote the Commission's decision. This, he claimed, is contrary to the law (Sec. 5C of the Communciations Act) forbidding the Commission staff to recommend any action to the FCC. Mr. Porter emphasized he was not charging any member of the staff with wilfully violating this provision or attempting to influence the Commission in favor of National Airlines.

The point came up when Mr. Porter introduced the official minutes of the FCC's Dec. 21, 1955 meeting. This was the executive hearing docket session when the Commission instructed the staff "to prepare an appropriate document looking toward grant of Public Service Television Inc." Public Service is a subsidiary of National Airlines. The minutes showed that former Comr. Richard A. Mack did not participate in the instructions. They also showed that Comrs. George C. McConnaughey, John C. Doerfer and Robert E. Lee voted for the grant to National Airlines; Rosel H. Hyde for L. B. Wilson and Robert T. Bartley and Edward M. Webster, for WKAT. The fourth applicant, North Dade Video Inc., received no votes.

Mr. Porter's attempt to develop this point through questioning of FCC General Counsel John L. FitzGerald was stymied by the strenuous objections of FCC Associate General Counsel Edgar W. Holtz. Mr. FitzGerald was, until recently, chief of the Commission's review office. Judge Stern upheld Mr. Holtz's objections that this was delving into the judicial processes of the commissioners.

Earlier Mr. Porter called FCC Hearing Examiner Herbert Sharfman to the stand, asking him only one question. This was whether anyone had attempted to influence him regarding the ch. 10 case while it was before him. Mr. Sharfman, who presided over the original comparative hearing, answered in the negative. Mr. Sharfman had recommended that the grant go to WKAT Inc. in his initial decision issued in March 1955.

At one point in the proceedings last week, A. Harry Becker, counsel for North Dade Video Inc., stated that he intended asking for the appearance of Mr. Hardy and Milt Dean Hill, former public relations counsel for National Airlines. Later in the day, he withdrew this request.

Coincidentally, Eastern Airlines last week petitioned the FCC to revoke the license of National Airlines' ch. 10 WPST-TV Miami.

It based its petition on the stock transfer transaction whereby Pan American World Airways will acquire 26% of National Airlines stock—with option to increase this to 36%. Eastern said that the stock transfer is effective Nov. 12. Since FCC regulations require applications for transfers of control of broadcast stations to be filed 60 days before the effective date of the transfer, Eastern said, the Pan American-National Airlines exchange violates this rule.

Eastern also contended that the ownership of a tv station by an airline is contrary to national air policy. Eastern previously had attempted to intervene in the comparative hearing on Miami ch. 10, but was unsuccessful. Later it was given permission to be a party in the Miami ch. 10 rehearing, but only on the first issue (whether former Comr. Mack should have voted). It withdrew when the Commission denied its request for permission to participate on all the issues.

THE NOT UNEXPECTED

It wasn't long before the indictment of former FCC Comr. Richard A. Mack was picked up for partisan political purposes. GOP chairman Meade Alcorn, called attention to the fact that Mr. Mack is a Democrat, that he was appointed to a position which by law was required to be filled by a Democrat and that his appointment was made "in response to the wishes of Congressional Democrats." Mr. Alcorn made these observations in a "Chairman's Fact Memo" to GOP leaders, dated Sept. 29.

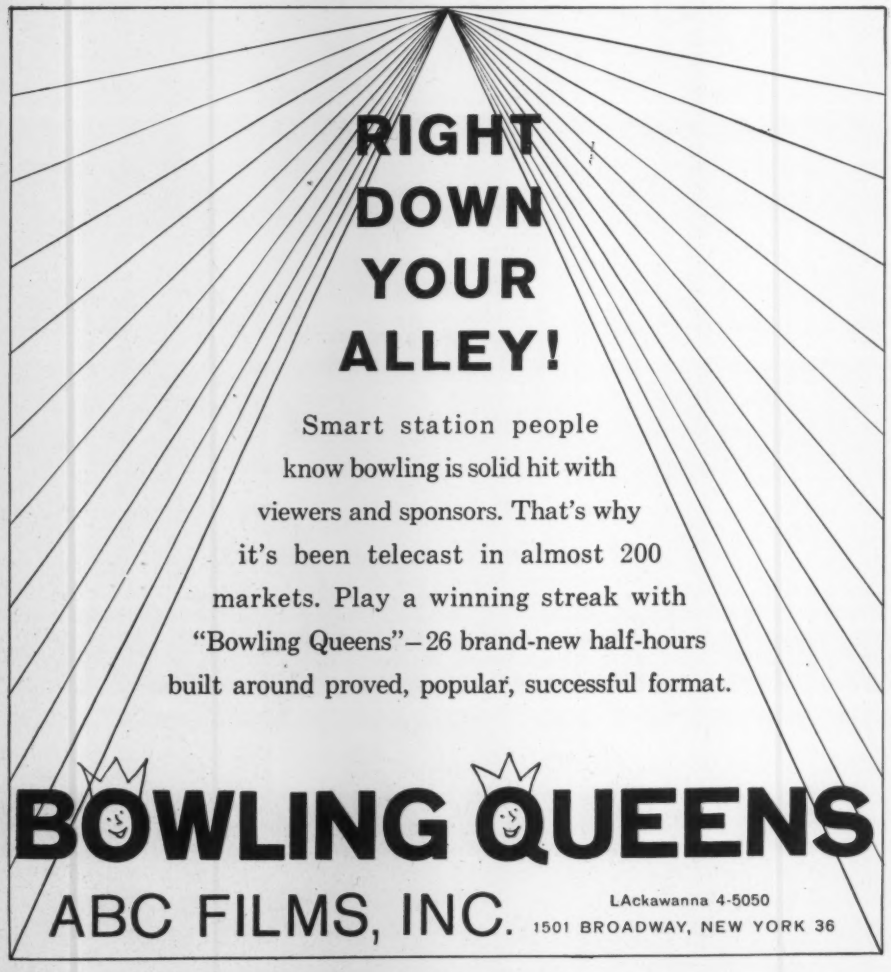
Mack Attorney Says He'll Ask For 30-Day Arraignment Delay

An attorney for former Comr. Richard A. Mack announced last Thursday that he was preparing to ask for a 30-day postponement of the arraignment of the former FCC commissioner.

Mr. Mack and his Miami attorney friend, Thurman A. Whiteside, were due to be arraigned Friday (Oct. 3) before federal Judge Burnita S. Matthews of the U. S. District Court in Washington.

Both were indicted two weeks ago for conspiracy to defraud the U. S. Government in connection with the award of ch. 10 Miami, Fla., to National Airlines [LEAD STORY, Sept. 29].

Nicholas J. Chase, Washington attorney for Mr. Mack, said he will ask for a month's continuance. Mr. Mack is under treatment in a Miami hospital as a result of injuries which he is reported to have suffered in a fall several days ago. One newspaper report was that the 49-year-old ex-FCC commissioner was undergoing treatment in a private hospital suffering from both physical and emotional problems. It was reported that Mr. Mack collapsed at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Eastern Airlines terminal in Miami Sept. 25, breaking a rib.

Mr. Mack has been living in Fort Lauderdale, it was reported, in a hotel managed by his father, Charles Mack.

Justice Dept. officials said they would not oppose a motion for a 30-day postponement for Mr. Mack. They indicated they might ask for the right to have an independent physical examination made of the former FCC commissioner.

Educators Win P. R. Vhf

The FCC last week directed preparation of a document which would grant commercial ch. 3 in Mayaguez, P.R., to the Dept. of Education of Puerto Rico and deny the competing application of Sucesion Luis Pirallo-Castellanos for the same facility. An initial decision a year ago favored the Dept. of Education [GOVERNMENT, Oct. 21, 1957].

SEC Reports Stock Transactions In Broadcasting, Allied Fields

The following stock transactions by officers and directors of companies in the radio-tv and allied fields were reported last week by the Securities & Exchange Commission (based on reports filed at the SEC between Aug. 11 and Sept. 10; common stock involved unless indicated otherwise):

Allen B. DuMont Labs—Frederick H. Guterman sold the 500 shares he held in firm and Percy Stewart sold 900 shares, leaving him with 100.

Emerson Radio & Phonograph Co.—Benjamin Abrams purchased 100 shares, giving him 261,766 total.

General Electric Co.—(all purchases) John W. Belanger, 4,125 for 16,688 total; George L. Irvine, 900 for 3,348; Clarence H. Linder, 2,070 for 10,310; Ray H. Luebbe, 2,892 for 10,352; C. K. Rieger, 1,725 for 6,059; Chauncey Guy Suits, 2,481 for 6,720, and Arthur F. Vinson, 3,732 for 9,481.

Loew's Inc.—Jerome A. Newman purchased 100 shares, giving him total ownership of 5,770; Benjamin Thau disposed of 11,300 shares, leaving him with none.

Minnesota Mining & Manufacturing Co.—Bert S. Cross acquired 4,500 shares, giving him 12,931; Lyle H. Fisher purchased 1,249 for 2,042; Robert W. Mueller purchased 2,194 for 4,329, and Archibald G. Bush sold 8,000 shares, leaving him with 634,405.

National Airlines Inc.—Walter F. Johnston purchased 400 shares for total ownership of 2,619.

Raytheon Manufacturing Co.—N. B. Krim acquired 3,323 shares for total ownership of 8,048.

Twentieth Century Fox—Spyrous P. Skouras purchased 12,800 shares for 22,800 total; James A. Van Fleet disposed of 1,500 shares, leaving him with 500.

KFRE-TV Fights to Keep Ch. 12

KFRE-TV Fresno, Calif., has asked the FCC to vacate its pending show cause order proposing the move of the ch. 12 outlet to ch. 30 as a sequence of the FCC deintermixture proceeding to make Fresno all-uhf. KFRE-TV said KMJ-TV (ch. 24) and KJEO-TV (ch. 47), both formerly advocating a KFRE-TV switch to ch. 30, now have contradicted themselves by various statements supporting their present proposals to make Fresno all-vhf, with KJEO-TV to get ch. 2, KMJ-TV ch. 5 and KFRE-TV ch. 9. KFRE-TV also felt this proposed assignment of channels would put KFRE-TV in a disadvantageous position competitively in relation to KMJ-TV and KJEO-TV.

EIA Opposes 840-890 mc Plea

Electronic Industries Assn. has told FCC it opposes any action now seeking reallocation of 840-890 mc (in uhf television band) to common carrier fixed service. EIA urged that any move to reassign blocks of frequencies between 25 mc and 890 mc should be incorporated in general inquiry of 25-890 mc area (Docket 11997); otherwise such action would constitute piecemeal approach. Several weeks ago Lenkurt Electronics Inc. filed petition with FCC asking move in 840-890 mc assignments.

N. H. Educational Ch. 11 Granted

The FCC last week granted the U. of New Hampshire in Durham a new educational tv outlet on ch. 11. The Commission waived its rules to make the grant in less than the usual 30 days.

50,000 watts
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GOP, HARRIS SWAP SWATS ON CH. 4

- **Alcorn charges soft pedal in Pittsburgh investigation**
- **Oversight chairman wants explanation from FTC's Gwynne**

An old-fashioned political controversy erupted last week in the House Legislative Oversight Subcommittee's investigation—or lack of—into the Pittsburgh ch. 4 tv case. And, on a second front, subcommittee Chairman Oren Harris stated that he wants an explanation of charges made by FTC Chairman John W. Gwynne against the subcommittee.

Republican National Chairman Meade Alcorn opened the firing Sept. 26 when he charged the subcommittee actually is not the bipartisan body it is supposed to be. "The sudden shutdown of the Harris committee [ch. 4] hearing after prominent Democrats became involved is a candid confession of the partisan, political mission of the inquiry," Mr. Alcorn said.

The two prominent Democrats referred to are Sen. George Smathers of Florida, chairman of his party's Senate campaign committee, and Pittsburgh Mayor David Lawrence, candidate for governor of Pennsylvania [LEAD STORY, Sept. 29]. Rep. Harris (D-Ark.) sent an apology to Mayor Lawrence, saying he wished to "acknowledge and regret the error made by Mr. [Oliver] Eastland [staff investigator]. . . . There is nothing in the record of the subcommittee which reflects or indicates any irregular or improper contacts on your part. . . ."

In his attack on the subcommittee's action, Mr. Alcorn said the hearing was in full swing until it was discovered the two Democrats "had engaged in improper backstage tinkering in the Pittsburgh tv case." He continued: "The hearing was immediately killed by Harris . . . in an attempt to avoid further embarrassment for Lawrence and Smathers and to make certain they would not have to appear on a witness stand under oath during the campaign.

"If these *sub rosa* pressures had been charged to Republicans, can anyone doubt that Harris would have launched full-scale hearings replete with the innuendo, smear and gossip for which he has become well known?" Mr. Alcorn also charged that Rep. Harris "made a feeble attempt to clear Lawrence and Smathers—without a hearing, without their testimony, without supporting documentation . . ." and without committee authorization.

Rep. Harris said that he was "completely amazed" at Mr. Alcorn's statement. "The charge is obviously politically inspired," he countered. "In fact, it would be amusing if it were not made by a person in the responsible position which he holds to his party and to the American people."

The subcommittee has been non-partisan from its outset, Rep. Harris maintained, and has made every effort to develop the facts without partisan considerations. "The charge in connection with the Pittsburgh tv case has no foundation whatsoever," he said.

Of more than 20 tv cases which the subcommittee has looked into, all but four have been presented for the record, the chairman said. Of the remaining four, three (Indianapolis ch. 13, Miami ch. 10 and Boston ch. 5) have been returned to the FCC by the courts, leaving only the Pittsburgh case for "presentation at a public hearing," Rep. Harris said.

He said the subcommittee was aware of a grand jury investigation into the ch. 4 case and did not call several of the principals involved because they are under subpoena to the grand jury. At the close of the Pittsburgh hearings two weeks ago, Rep. Harris said the grand jury would be given a "reasonable time" to act.

Republican Rep. Joseph P. O'Hara of Minnesota, a member of the subcommittee, did not entirely agree with his chairman. He said he had not absolved anybody that has been involved in the Pittsburgh case of wrongdoing, "particularly Lawrence." He called attention to the fact that Mayor Lawrence did write Comr. Richard Bartley and did speak favorably of only one applicant. "The record speaks for itself," he said.

Rep. O'Hara stated all principals involved in the case should be called before the subcommittee to testify and that he planned to recommend such a course of action to Rep. Harris. He also said the matter of absolving Mayor Lawrence was not put to a subcommittee vote and was the action of the chairman.

Last Tuesday (Sept. 30), at the close of subcommittee hearings on proposed codes of ethics, Rep. Harris served notice on FTC Chairman John Gwynne, a Republican, that the subcommittee would want to talk to him again. In a speech the previous Friday, Comr. Gwynne lashed out at congressional investigators as being unfair and usurping the power of regulatory agencies [AT DEADLINE, Sept. 29].

Rep. Harris, who was sitting at a speaker's rostrum beside the FTC chairman when he made the charges, said the speech was "quite enlightening." He said the subcommittee wanted the charges explained more fully and would like to find out in what way it has encroached upon the functions of the agencies. Also, Rep. Harris said, he wanted to know the reasons for Comr. Gwynne's change in attitude. He cited June letters written by Comr. Gwynne and Comr. Robert T. Secrest thanking the committee for its "absolute fairness demonstrated" to the FTC in its appearances before the subcommittee.

He said Comr. Gwynne would be recalled in November when the subcommittee resumes hearings.

In its last session before the November elections, the subcommittee last Tuesday took testimony from three bar associations on proposed codes of ethics for government officials. The American Bar Assn. filed a statement in which it said such a code has been under active study by the association since last February. Action probably will be taken at a meeting of ABA's House of Delegates next February. Washington attorney Donald G. Beelar appeared for ABA.

Theodore H. Haas, chairman of the Federal Bar Assn. professional ethics committee, told the subcommittee that "statutory sanctions are necessary and desirable" to bring about high standards for government

HARRIS AFTER CLOSED-CIRCUIT

Rep. Oren Harris (D-Ark.) last week fired a new blast in his all-out campaign against any form of pay television.

The House Commerce Committee chairman pointed out that during the 85th Congress he was a strong supporter of legislation to exempt professional team sports from the antitrust laws. And, he said, Congress certainly will take into consideration the plans of football and baseball teams to televise their games on a closed-circuit subscription basis when it considers the sports legislation during the next session.

Rep. Harris served the above warning in releasing the text of letters he had written requesting information on commitments various teams had made to televise their games on closed-circuit. The letters were addressed to Skiatron Tv, San Francisco baseball Giants, and football 49ers, Los Angeles baseball Dodgers and football Rams, New York Telephone Co., Jersey Bell Telephone Co. and Pacific Telephone & Telegraph Co.

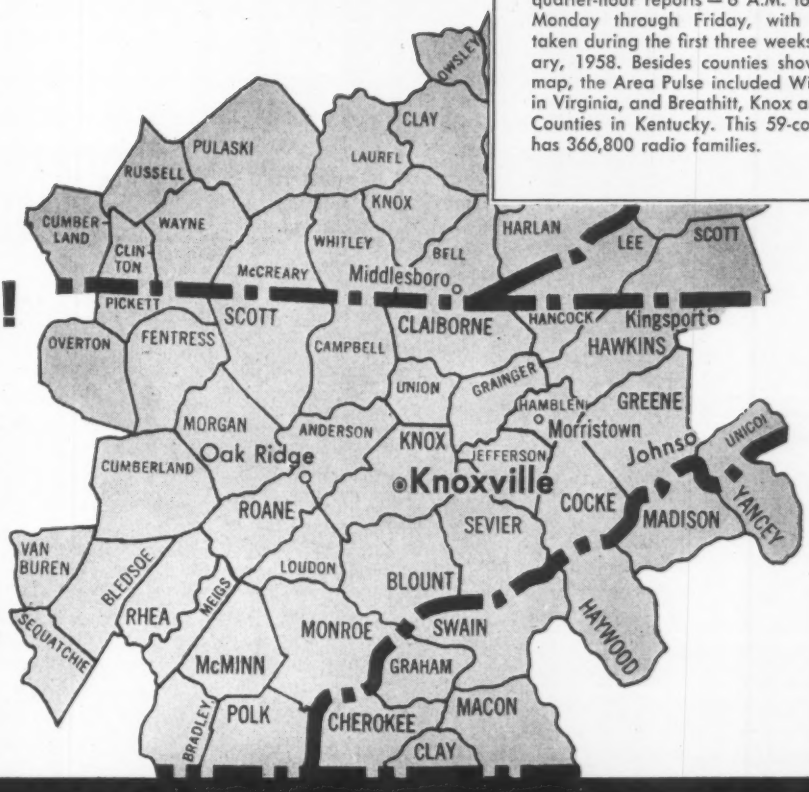
The chairman called attention to "recent press reports" that Skiatron is negotiating with the above organizations for closed-circuit rights. He pointed out that his committee held hearings last January on pay tv and, as a result, the FCC agreed not to authorize pay tv until Congress had taken final action on the subject.

"The committee is contemplating [pay tv] hearings early in the first session of the 86th Congress and may possibly conduct hearings later this year before the opening of this session," Rep. Harris wrote. "The previous hearings have been concerned primarily with subscription television broadcasting as distinguished from closed-circuit pay television. As the two methods of operation are so interrelated they both are of equal concern to this committee.

"I shall, therefore, like to request you to submit to the committee in advance of these hearings at the earliest possible date, all relevant information with regard to your participation in any commitments, negotiations or plans relating to the operation of subscription television broadcast operations or closed-circuit pay television operations."

The latest Area Pulse of the Knoxville market, recently released, includes 72,000 personal quarter-hour reports — 6 A.M. to midnight, Monday through Friday, with interviews taken during the first three weeks of February, 1958. Besides counties shown on the map, the Area Pulse included Wise County in Virginia, and Breathitt, Knox and Letcher Counties in Kentucky. This 59-county area has 366,800 radio families.

Again! the latest Area Pulse proves that:



WNOX dominates the Knoxville market

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2. From 6 p.m. to midnight, WNOX does have MORE LISTENERS than all other Knoxville stations combined.
3. 78 radio stations located outside Knoxville are heard in various parts of the 59-county area. From 6 a.m. to midnight during the entire three-week period covered, WNOX alone has almost two-thirds as many listeners in the 59-county area as these 78 stations combined.
4. THE AREA PULSE SHOWS WNOX IN A *BIG FIRST PLACE* IN EVERY QUARTER-HOUR, 6 A.M. TO MIDNIGHT.
5. The average WNOX daytime commercial has better than a 6.0 rating. The average daytime and nighttime commercial has a rating of almost 6.0. The area base is 366,800 radio families.

Let WNOX help you sell MORE to these 366,800 radio homes!

WNOX East Tennessee's NUMBER ONE Radio Station
10,000 watts 990 Kilocycles — CBS Radio

A Scripps-Howard Station represented by

JOHN BLAIR & COMPANY

lawyers and others appearing before federal agencies. A code of ethics, he said, should apply to the conduct of all persons concerned with decisions in government proceedings and should prohibit communications by outside parties. Ruth Smalley, vice chairman of Mr. Haas' committee, also testified.

F. Cleveland Hedrick Jr. and Valentine B. Deale submitted the views of the D. C. Bar Assn. They favored creation of an independent office of federal administrative practice.

Messrs. Hedrick and Deale cited the desirability of "a greater degree of independence from agency influence" for hearing examiners.

Court Decides For WSOC; Denies Buffalo Ch. 7 Stay

The U. S. Court of Appeals in Washington last week issued two *per curiam* opinions, upholding an FCC tv grant in one case and denying a stay of a grant in another.

The court found "no error" in the FCC grant of ch. 9 Charlotte, N. C., to WSOC Inc., therefore affirming the Commission's decision, despite losing applicant Piedmont Electronics and Fixture Corp's complaint. In the other case, the court denied a request for a stay of the FCC grant of ch. 7 Buffalo, N. Y., to WKBW-TV Inc. [GOVERNMENT, Aug. 4] brought by Great Lakes Tv Inc., one of the losing applicants for that channel.

The grant of the Buffalo channel is still before the court.

Torre Case Spurs Dorn To Plan Remedial Bill

As an outgrowth of the criminal contempt conviction of *New York Herald Tribune* tv columnist Marie Torre last Tuesday (Sept. 30), Rep. Francis Dorn (R-N.Y.) announced Wednesday he plans to introduce a bill in Congress giving reporters the legal right to withhold sources of information.

Rep. Dorn told BROADCASTING he would offer the proposal in January, when Congress convenes. Congressman Dorn added that two fellow Republicans—Assemblyman Harry Donnelly and George Spiros, both of Brooklyn—plan to introduce similar bills in the New York State Assembly and Senate, respectively. Mr. Spiros is a candidate for the State Senate and his sponsorship of the measure is contingent upon his election.

The contempt citation against Miss Torre was upheld by U. S. Court of Appeals in New York on Tuesday. Last Nov. 12 she had been sentenced to 10 days in jail by U. S. District Court Judge Sylvester J. Ryan for declining to supply the name of an unidentified CBS executive who reportedly was the source of information about a news item in her column regarding actress Judy Garland. The court ruled that the material sought of Miss Torre was of "obvious materiality and relevance." Miss Torre, claiming privilege, declined to name the CBS-TV executive who assertedly told her that Judy Garland "is known for a highly developed inferiority complex" and "does not want to work because something is bothering her."

Herald Tribune announced after the court decision that it is considering the ruling "with the intention of carrying the Marie Torre case to the Supreme Court." Miss Torre has been free on her own recognizance, as she will be during the appeal to the Supreme Court.

Aeronautical Firms Go to Court On FCC Frequency Decision

Six aeronautical firms last week petitioned the U. S. Court of Appeals for the District of Columbia to set aside and review an FCC action reassigning certain frequency space, including 8500 to 9000 mc, from civilian use to the government [EDITORIAL, page 120].

Protesting the Commission's decision of April 16 were Aeronautical Radio Inc., Air Transport Assn. of America, Bendix Aviation Corp., Pan American World Airways, Trans World Airlines and United Airlines. The frequency space in question formerly was assigned to "radionavigation service" and the airlines had made plans to start using radar navigation equipment operating on 8800 mc.

The petitioners claimed the FCC's action (1) violates a treaty, of which the U. S. is a party, under which 8500-9000 mc is allocated solely to radionavigation on a worldwide basis; (2) is invalid in that the FCC is not empowered to adopt regulations in conflict with a treaty of the U. S. or a law of Congress; (3) violates the Communications Act since the move was made without notice or public hearing, and (4) is defective in that it does not set forth an adequate basis for the action taken.

At the time of the Commission decision, the court appeal stated, plans were in progress for the early production and installation of 880 mc airborne "Doppler" radars in aircraft. The spectrum reassignment had been protested to the FCC by the air transportation interests. This protest was denied July 31 "without any opportunity to be heard," the petitioners told the court.

Six Oppose FCC Power Hike As Well As I-A Duplication

Six am broadcast stations, filing reply comments last week on the FCC's clear channel proposals, said they oppose increased power for Class I-A stations. They said that in original comments they gave their positions on the FCC's proposed duplication of 12 clear channels only, because the FCC did not ask for comments on higher power for Class I-A's. Other parties filing, however, gave their views on higher powers, the six stations said, and they want the FCC to know that they intend to oppose higher powers for Class I-A stations when comments are requested. They were KRIO McAllen and KFJZ Fort Worth, both Texas; WREC Memphis; WCUE Akron; WRVA Richmond, and WKOW Madison, Wis.

The FCC has extended the deadline for filing reply comments to Oct. 29.

WAPI

Birmingham

soon to be

50,000 watts*

more than ever

The Voice of Alabama

*5,000 Nights

Represented nationally by

Henry I. Christal

(This is one of a series of full page ads appearing regularly in the NEW YORK TIMES)

Radio is as BIG as ever...
but there's a BIGGER difference in stations!

Radio's immense strength . . . the opportunity to talk frequently, economically and persuasively with masses of people . . . can only be realized to the full by taking advantage of the difference between run-of-the-mill stations and great stations.

The difference is big. *Great* radio stations are the ones who invest substantial resources in top facilities and outstanding personnel. Their programming is skillfully geared to cover the *whole* range of listener interests...with features thoughtfully produced, professionally presented. Their responsible management permits no carnival gimmicks, shoddy giveaways, triple spots, pitchmen or questionable commercials to be associated with their call letters.

Great stations amass huge audiences. *Great* stations earn the confidence of the community for themselves and for their advertisers. This is the combination that produces results.

The stations listed here are the *great* stations in 18 important markets. So efficient is their coverage, you need add only 30 selected stations, out of the more than 3,000 stations now broadcasting, to achieve effective nationwide reach. This technique of concentrating on 48 top stations is called "The Nation's Voice."

A call to the Christal office nearest you will bring complete information, documented with data developed by Alfred Politz Research, showing how the strategy of The Nation's Voice can quickly put radio's vitality to work solving your particular sales problem.

FIRST ON EVERY LIST ARE THESE 18 GREAT RADIO STATIONS

WBAL Baltimore	**KFI** Los Angeles
WAPI Birmingham	**WHAS** Louisville
WBEN Buffalo	**WCKR** Miami
WGAR Cleveland	**WTMJ** Milwaukee
KOA Denver	**WHAM** Rochester
WJR Detroit	**WGY** Schenectady
WTIC Hartford	**KWKH** Shreveport
WDAF Kansas City	**WSYR** Syracuse
KTHS Little Rock	**WTAG** Worcester

HENRY I. CHRISTAL CO. INC.

NEW YORK · CHICAGO · DETROIT · BOSTON · SAN FRANCISCO · ATLANTA

FM OUTLETS FAVOR NEW MULTIPLEX USE

- **Comments filed with FCC**
- **Common carriers protest**

Ten fm stations and one fm applicant asked the FCC last week to authorize fm broadcasters to make use of multiplexing for additional subsidiary communications activities.

The comments were offered in the FCC's current inquiry into the possibility of additional non-broadcast uses by broadcasters of fm subchannels through multiplexing [AT DEADLINE, July 7].

But other organizations or groups were against additional fm activities.

The General Electric Communications Products Dept. opposed such uses by broadcasters of fm subchannels for non-broadcast activities and suggested that since ways are being developed to use subchannels, the FCC might consider paring individual fm frequencies and allocating what is left over in the fm spectrum to other services.

Westinghouse Broadcasting Co., whose comments were filed earlier than the bulk of the papers, urged the FCC to go ahead with authorizations for non-broadcast uses, but to give first consideration to fm broadcasting itself.

Five comments were concerned with whether an fm station can transmit background or "storecasting" music and still have bands left over on its frequency for acceptable stereo music broadcasts on its main channel and a subchannel.

NBC noted it has been granted FCC authority to operate its WRCA-FM New York experimentally for stereophonic transmissions and said it can't respond "definitively" to the FCC inquiry until data is available on technical operations, including compatibility and technical standards.

Common carrier spokesmen, including American Telephone & Telegraph Co., were opposed to broadcaster use of the fm band for what they consider common carrier purposes. AT&T said it didn't object to broadcasters using multiplex for purposes allied to broadcasting, but felt some of the proposed uses threaten the interests of "regulated common carriers." Such operations as doctor paging services and traffic light control shouldn't be extended so as to "break down" the present distinction between broadcasters and common carriers, AT&T said.

The fm stations generally felt that the FCC should authorize the broadest use of subsidiary communications by fm broadcasters consistent with good utilization of the frequency and high quality of the fm broadcast signal. They felt subchannels should be used for relay services (e.g., feeds to networks and other stations); felt it's still too early in fm's development to standardize uses for specific subchannels; thought the fm broadcast signal should have first consideration; and felt fm broadcasters should be free to make contracts for subchannel uses or for leasing of subchannels, consistent with FCC rules, provided the fm licensee retains control of programs and equipment.

The fm stations commenting were KVEN-FM Ventura, Calif.; KRON-FM San Francisco; Hall Broadcasting Co. (applicant for fm), Los Angeles; KMLA (FM) Los Angeles; KSON-FM San Diego, Calif.; KEEZ (FM) San Antonio; WDDS-FM Syracuse, N. Y.; WPKM (FM) Tampa, Fla.; WGHF (FM) Brookfield, Conn., and KUTE (FM) Glendale, Calif. WKBR-FM Manchester, N. H., expressed itself only as favoring authorization of network feeds by multiplex.

The GE Communications Products Dept. voiced flat opposition to fm broadcaster use of non-broadcast subsidiary communications on fm channels, saying that while regular broadcast service is available to all the public and advertisers, non-broadcast use is limited as to those it serves, and that proposals for subsidiary communications use of fm frequencies would be "discriminatory." The GE department felt current proposals for non-broadcast use of fm channels by multiplexing indicates that original spectrum allocations (to fm) allows more transmissions than now used in actual broadcasting; that, therefore, the FCC should "adjust" existing allocations to meet these "more limited" requirements by "possible assignment" of such un-used portions to "other services."

Westinghouse Broadcasting thought the interest in stereo will create enough circulation for fm stations to operate on a sound financial basis. WBC felt the FCC should "re-examine" additional uses of multiplex because fm may be on the "threshold of the greatest development in its history" and further delay might be "detrimental."

WBC thought the FCC should refuse to recognize any subsidiary use that will interfere with the public's enjoyment of fm, but should continue to permit fm broadcasters to make additional uses of fm by multiplexing to develop data on transmission and reception and at the same time produce additional revenue.

Two schools of thought were presented in comments on the problem of compatible background music transmissions and stereophonic music broadcasts on the same fm frequency.

The first group—Northeast Radio Network (WQXR-FM New York Network) and Multiplex Development Corp.—feels a regular fm frequency can be made to accommodate both background music (as now transmitted by many fm operators) and stereo (using the main channel and a whittled-down subchannel) with acceptable reception.

The second group believes a wider subchannel should be allowed for stereo and that, therefore, the fm frequency cannot accommodate both background music service and stereo broadcasts. This group was represented by Crosby Labs Inc., Syosset, N. Y. (Murray G. Crosby), and Dwight Harkins, another equipment developer, whose request to the FCC earlier prompted FCC consideration of multiplex stereo in its current notice.

Audio Magazine also submitted a plan for compatible stereo and background music.

15 FM'ERS TOLD 'NO'

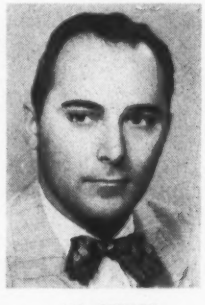
The FCC last week denied requests by 15 fm stations to continue functional music operation on a simplex basis, but allowed two of them—WBFM (FM) New York and WPEN-FM Philadelphia—to continue to Oct. 31. The others: KEEZ (FM) San Antonio; WDDS-FM Syracuse, N. Y.; WWDC-FM Washington; WPKM (FM) Tampa, Fla.; WMIT (FM) Clingmans Peak, N. C.; WLDM (FM) Oak Park, Mich.; WKJR (FM) Pittsburgh; KMLA (FM) Los Angeles; KRKD-FM Los Angeles; WMMW (FM) Meriden, Conn., and KCFM (FM) St. Louis.

Granted authorizations to transmit functional music on a multiplex basis were KDEN-FM Denver, WGR-FM Buffalo, N. Y., Trancontinent Tv Corp., Rochester, N. Y., and WMFM (FM) Madison, Wis.

Sitrick Joins Blackburn & Co.; McDonough Becomes Doerfer Aide

Resignation of Joseph M. Sitrick as chief legislative-administrative assistant to FCC Chairman John C. Doerfer [CLOSED CIRCUIT, Sept. 29] and appointment of Paul M. McDonough, an attorney in the Office of Opinions & Review, to succeed him, were announced last week.

Mr. Sitrick joins the Washington office



MR. SITRICK

MR. McDONOUGH

of Blackburn & Co., radio-tv-newspaper broker, in an administrative capacity on Oct. 15. Before going to the FCC, he was publicity and informational service manager at NAB. Prior to that, he was assistant chief of the U. S. Information Agency's international press service, performed public relations and congressional liaison duties for the State Dept., was congressional correspondent for International Press Service and was on the news staff of BROADCASTING.

Mr. McDonough joined the FCC in 1957. Born at Los Angeles in 1921, he is the son of Rep. Gordon L. McDonough (R-Calif.). He was deputy city attorney of Los Angeles from 1952-1954 and for the following three years was associate counsel with Cantillon & Cantillon, Los Angeles law firm.

NOW WORKING TOGETHER*

...to bring you the exciting story of the new force in Southeastern TV

WLOS-TV

Asheville - Greenville - Spartanburg

proudly announces the appointment of Peters, Griffin, Woodward, Inc. as its national representative. To a station already possessing formidable advantages, now add yet another: representation by one of the nation's outstanding station representatives.

** Effective September 24, 1958*

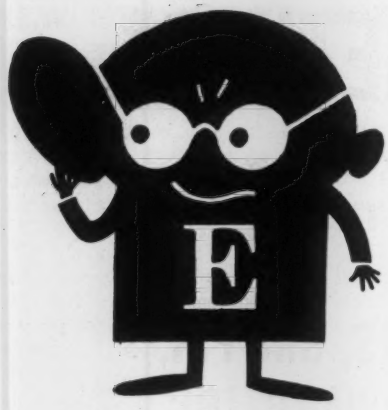
PETERS, GRIFFIN, WOODWARD, INC.

is honored to represent WLOS-TV. Working with WLOS-TV's aggressive new management, we are now ready to tell you the remarkable facts about WLOS-TV's vast coverage...its 425,360 TV homes in 62 counties of 6 states...its unduplicated ABC network coverage. Watch WLOS-TV, the new force in Southeastern TV!

WLOS-TV

Asheville • Greenville • Spartanburg

Southeastern Representatives: James S. Ayers Co.



"E" is an Egghead
On an intellectual plane.
The programs he likes
Are in a serious vein.

Of course, not all serious-minded people are *eggheads*. Most of them are simply looking for good, thought-provoking radio entertainment.

For more than 36 years KHJ has programmed with these "near-eggheads" in mind (as well as all the other types which make up the Los Angeles population) because we believe they comprise a much larger audience segment than most stations nowadays seem to realize.

Without becoming stuffy, KHJ's FOREGROUND SOUND offers them the kind of stimulating radio fare that will hold their attention throughout the program (including the commercial). To completely penetrate any market, you must first penetrate the individual minds within it.

Never underestimate the variety of tastes that make up the Greater Los Angeles area. Here is a medium programmed to satisfy them all.

KHJ
RADIO
LOS ANGELES
1313 North Vine Street
Hollywood 28, California
Represented nationally by
H-R Representatives, Inc.

St. Louis Amusement Appeals To High Court in Ch. 11 Case

As its latest move in the long-fought St. Louis ch. 11 case, the St. Louis Amusement Co. last week asked the U. S. Supreme Court to review an adverse Court of Appeals decision upholding the FCC in refusing to consider a St. Louis Amusement protest against the transfer of ch. 11 to 220 Television Inc. [GOVERNMENT, Sept. 1]. St. Louis Amusement had been an applicant for ch. 11 but had dropped out prior to the completion of the comparative hearing.

Coinciding with its new court move, St. Louis Amusement also petitioned the FCC again last week. It claimed that information unearthed by the House Legislative Oversight Subcommittee shows *ex parte* contacts between three commissioners and "an agent of CBS" [GOVERNMENT, June 9]. CBS had originally won ch. 11, but after purchasing ch. 4 KWK-TV (now KMOX-TV) St. Louis for $4 million, had turned over ch. 11 to 220 Television, one of the losing applicants. 220 Television agreed to pay each of the other two losing applicants for ch. 11, St. Louis Telecast and Broadcast House, $200,000 each.

AFTRA Asks FCC to Rehear NBC's WMAQ, WNBQ Licenses

The Chicago local of American Federation of Tv & Radio Artists last week asked the FCC to review and hold a "rehearing" on the licenses of NBC's WMAQ and WNBQ (TV) Chicago to determine if recent personnel and "program" cutbacks are in the public interest.

The petition, mailed to the FCC Tuesday, said firings of "hundreds" and cancellations of programs in Chicago by NBC and the other networks calls for "true emergency action."

AFTRA said it also has asked the Senate and House Interstate & Foreign Commerce Committees to probe network cutbacks in "local - sponsored, Chicago - originated programs" and alleged discrimination against talent.

The AFTRA local asked the FCC for a "hearing without delay" to give the union an opportunity to substantiate its charges that the alleged cutback of radio and tv programs has degraded community culture and entertainment; that NBC refuses to consider any criterion except the "greatest dollar profit" and that this philosophy is responsible for wholesale discharges of performers, technicians and "other creative and administrative personnel"; that advertisers are thus denied opportunity to and choice of programs; that NBC has "extracted" exorbitant profits amounting to millions of dollars from the Chicago market and has announced what amounts to a "public-behanged" policy; that the effect will be to "stifle" cultural benefits from the "miracles" of radio-tv.

The union called on the FCC to order discontinuance of the practices alleged by the AFTRA chapter.

The AFTRA action, regarded as highly precedential in trade circles, was taken by the Chicago chapter board without sanction of the national AFTRA organization or consultation of its membership.

All three network o&o properties in Chicago have been realigning their program schedules and personnel in recent months in line with network commitments and in gearing locally for the 1958-59 season. Some program changes involve network shows and others the insertion of film properties for live programs.

Rollins Inc. Opposes Petition For Etv Use of Wilmington Ch. 12

Rollins Broadcasting Inc., which has applied for ch. 12 in Wilmington, Del. [GOVERNMENT, Sept. 15], last week asked denial of a petition by the Joint Council for Educational Tv which asks that ch. 12 be reserved for educational non-commercial tv [AT DEADLINE, Sept. 15]. Rollins, licensee of WAMS Wilmington and other stations, said Delaware has only three commercial channels of which only ch. 12 is a vhf and that Wilmington and Delaware deserve local service—Wilmington being the 73rd largest market, with 268,387 people. An educational tv station would duplicate educational WHYY-TV Philadelphia in some measure, the Rollins opposition said.

Storer Broadcasting Co. shut down WVUE (TV) Wilmington Sept. 13 but has not surrendered its permit for the ch. 12 facility.

KOMA, Being Sold to Storz, Lost $17,509 in Fiscal 1958

KOMA Oklahoma City, whose sale to Storz Broadcasting Co. was filed with the FCC Sept. 25, had a net loss of $17,509 for the fiscal year ending July 31, its balance sheet reveals. KOMA showed total assets of $320,147. Its liabilities included a mortgage of $117,500 and loans of $119,971 from partners in the station.

A profit-loss statement for the year showed gross income of $195,642 and total expenses of $181,652 before depreciation ($31,500).

The balance sheet for Storz covering the same period showed current assets of $1,937,395 and total assets of $3,995,175; liabilities total was $998,110 and surplus was $2,795,433.

The sale of the station to Storz by partners Burton Levine, Arnold Lerner, Myer Feldman, Bessie Von Zamft, Raymond K. Ruff and Harold Thurman for $600,000 was announced in August [CHANGING HANDS, Aug. 25).

FCC Extends Comments Date

At the request of the Federal Communications Bar Assn., the FCC last week extended from Sept. 30 to Oct. 30 the date for filing comments on proposd rulemaking which would curb intermediate appeals to the FCC or rulings on motions before final consideration of the main proceeding by that body. Reply comments date was extended from Oct. 10 to Nov. 10.

THE WORLD'S MOST FABULOUS CLOWN...

BOZO® THE CAPITOL CLOWN

156 CARTOONS IN MAGNIFICENT ANIMATION

BRAND-NEW—FULL COLOR—ESPECIALLY MADE FOR TELEVISION

Now—Jayark brings to TV the most successful personality ever conceived. BOZO is pre-sold to countless millions of children and adults. BOZO's universal appeal and sales impact have never been equalled.

BOZO'S CARTOON STORYBOOK

156 CARTOONS • EACH 6 MINUTES • FULL COLOR or B/W • MAGNIFICENT ANIMATION • PACKED with ACTION • LOADED with LAUGHS

BOZO and his friends will keep your viewers in suspense and in stitches. They travel to the moon . . . They climb Mt. Everest . . . They even "run" Macy's and Gimbels. Each thrilling cartoon is jam-packed with action and jaw-cracking laughter . . . *No Cliff-Hangers!*

AVAILABLE WITH ANIMATED COMMERCIAL LEAD-INS STARRING BOZO HIMSELF

Backed by huge merchandising and promotion. BOZO merchandise items now carried in stores, coast to coast. More than 6 million BOZO Capitol Albums already sold! BOZO is a guarantee of absolute top-rated cartoon leadership in your market. Fresh, new and pre-sold, BOZO is sure to deliver the lowest cost-per-thousand audience . . . sure to deliver unparalleled impact in advertising results!

ACT NOW WHILE BOZO IS STILL AVAILABLE

JAYARK FILMS CORPORATION

Reub Kaufman, President

15 EAST 48th ST., NEW YORK 17, N. Y. MUrray Hill 8-2836

PRODUCED IN HOLLYWOOD BY LARRY HARMON-TED TICKTIN PRODUCTIONS FOR JAYARK RELEASE

STATIONS . . . BOZO IS A NATURAL FOR HIGHER RATINGS . . . GREATER RESULTS FOR SPOT BUYERS

NAB SESSIONS REACH MID-POINT

- **San Francisco regional hears report on bank campaigns**
- **Second round of meetings starts next Monday in Milwaukee**

The 1958 NAB fall conference series reached the half-way point Tuesday noon (Sept. 30) with the windup of the meeting in San Francisco. NAB President Harold Fellows and his team of traveling executives are now back at their Washington headquarters to get caught up with their desk-work before setting out on the second half of their fall agenda which commences next Monday (Oct. 13) in Milwaukee. The sessions move on Oct. 16 to Minneapolis and conclude the following week with day-and a-half sessions in Boston and Washington.

West coast broadcasters were given results of an ASCAP music license survey conducted by Calvin J. Smith, KFAC Los Angeles, member of the All-Industry Radio Music License Committee (story page 72).

In San Francisco, where registration totaled 183 at 9 a.m. Tuesday (before the beginning of the final half-day of the one-and-half-day meeting), the same formula was followed as at earlier meetings [TRADE ASSNS., Sept. 29, 22]. Reports from NAB headquarters were delivered during the general opening session Monday morning; separate but simultaneous radio and tv sessions were held Monday afternoon and Tuesday morning; Mr. Fellows addressed the Monday luncheon and a guest speaker headlined the Tuesday luncheon session. A Monday evening banquet was purely social, without speeches.

MR. STUART

The unusual problems of bank advertising and the way that one bank has used the broadcast media were discussed Tuesday noon by Charles Stuart Jr., advertising manager of the Bank of America. This bank, he reported, regards radio and television as "backbone" media, with major responsibility for carrying the campaign load.

"Used properly, singly or in combination," he said, "both are capable of an enormous advertising punch . . . capable of carrying an entire campaign. Because they are, however, such strong intrusive media, we feel they must be used very carefully.

"It is, of course, possible to produce good advertising for radio and television without taking chances. . . . In our advertising we try to get across the impression that money isn't such a bad thing after all . . . and we try to do it with a light touch.

"For years, the average man who asks for a personal loan regards it like going to the dentist. We try to break down that misconception by using the light touch: 'Ask for it by name, MONEY—money,' 'get instant money with a Timeplan Loan'; 'do you need earth-money?' And so on. . . .

"For this reason, most of our radio and television commercials are spot announcements. The brand of humor we have employed seems to lend itself better to animation than to live announcements—and, in a spot campaign, we can secure saturation impact concentrated into a short period of time—without becoming identified with any one particular television show or radio program."

Comparing tv broadcasters to the operators of theatres, "who also had their news programs and their local live shows as well as their features," Joseph L. Floyd, KELO-TV Sioux Falls, S. D., offered the Tuesday morning tv session a four-point formula for successful station operation: Promote your station and advertise your programs to increase your audience and your advertising. Produce and schedule your attractions in a showmanlike manner. Buy programs at a price you can make a profit on. Protect your source of supply.

Stressing his final point as the most important, Mr. Floyd warned tv broadcasters against taking any action against either networks or film producers that might result in curtailing the supply of programs, "the course of our livelihood."

Mr. Floyd, Philip G. Lasky, KPIX (TV) San Francisco, and Richard B. Rawls, KPHO-TV Phoenix, led a discussion of programming that ranged from the need for standardization of film contracts to the economics of videotape. On the latter topic, those station operators who have installed VTR equipment reported the main savings to be in man hours. By taping weekend and "live" commercials for late evening and early morning programs, they said, they had been able to eliminate overtime and to free technicians for other duties. None had reduced the number of technical employes when adding videotape machines, however.

Henry Saroyan, ABC-TV, and Harold See, KRON (TV) San Francisco, discussed ways to keep track of costs in tv during an off-the-record session on tv station administration, held Monday afternoon.

Discussing the subject "Management Looks at Current Trends in Music Programming," William D. Shaw, vice president and general manager, KSFO San Francisco, cited the opinions of four experts: Clyde Wallichs, president of Los Angeles' Music City, who reported that teenagers account for only 10% of total record sales; Sydney Goldberg, vice president of Decca, who likened radio programming to that of long-play records, which calls for more than just a collection of any 12 songs, but "each one must have an idea with the music pointed in that direction and a program which will hold the interest of the consumer for close to 45 minutes"; Bill Gavin, program director of *Lucky Lager Dance Time* (2½ hours of popular recorded music, seven nights a week on some 40 Western stations) for McCann-Erickson, who found "a growing recognition by management that new sounds and patterns in pop records are not due simply to teenagers' abnormal tastes but that there are basic and continuing changes in mass preferences in music"; and Mitch Miller, who suggested that stations who let "well-meaning amateurs and list makers" control their musical programming should be consistent and canvass newspaper and magazine vendors to pick the day's top news stories.

Mr. Shaw's own observation: "The brightest operators in our business, regardless of their programming pattern, seem to consistently follow these same few procedures: They've determined the reason for their station's existence in the market and designed a format to fit this need. They've stuck with it and improved it. They continually try to anticipate trends, not only in music, but in all other program factors. They waste no time knocking their competitors; it's easier to concentrate on trying to out-think them."

Richard O. Dunning, president, KHQ Spokane, Wash., in introducing the booklet, "Broadcasting the News," produced by NAB's Freedom of Information Committee, suggested to the broadcasters that on their return home they refrain from broadcasting a single news item all day and see what happens. "You'll find you're a bigger force in your community than perhaps you realized," he stated.

RUNNING THE SALES DEPARTMENT

Sales department administration was discussed by a four-man panel: William J. Beaton, KWKW Pasadena, Calif.; Richard M. Brown, KPOJ Portland, Ore.; Benton Paschall, KFXM San Bernardino, Calif., and Ray Rhodes, Paul H. Raymer Co., San Francisco. Panel members agreed that simplifying rate cards would be a good idea but that it presents an almost impossible task; that merchandising services offered by stations are pretty much a waste of time and money but that the competitive situation requires stations to provide them. The 60 station men in attendance at the session agreed with the panel that it is proper to disclose the schedule of a competitor when asked to do so, but in spots, not dollars. A show of hands disclosed that about 10% of the broadcasters pay their salesmen straight salaries; the rest paying commissions divided about equally between less than 15%, about 15% and more than 15%.

NAB President Hal Fellows, speaking at the Monday luncheon, noted the local interest in pay television "because of the expressed interest of the San Francisco Giants in selling their games to the home audience" and reiterated the NAB opposition to any form of pay tv.

"The broadcasters, in taking this position through their association, naturally are interested in the integrity of their own investments," he said. "Primarily, however, they are acting in behalf of the public interest—for it is conceivable that should they use

IN SAN DIEGO KFMB-TV MAKES MORE PEOPLE LEAVE HOME (TO BUY) THAN ANYTHING

The only real way to "rate" an audience is not just by counting eyes in front of a TV set, but by counting feet at a supermarket. KFMB-TV sends more feet out to buy in the rich San Diego market because it's got more eyes glued to the screen. (29 of the top 30 television shows in San Diego are on KFMB-TV.) !

KFMB 8 TV
SAN DIEGO

REPRESENTED BY
Edward Petry & Co., Inc.

pay television, their profits would be higher.

"Nevertheless, the Federal Government in establishing a free system of broadcasting in the United States—through legislation and regulation—in effect pledged a free system for the American people, supported by advertising. Broadcasters do not believe that the government should renege on this promissory note. If there is to be some form of pay television, let it employ facilities other than those that are intended to offer a free service—the allocated broadcast channels."

Robert J. Harrold, Charles Bruning Co., spoke on "Towards Greater Internal Efficiency" at the Tuesday morning radio session. A panel of three station managers—Wendell Campbell, KFRC San Francisco; Ray Johnson, KMED Medford, Ore., and Knox LaRue, KSTN Stockton, Calif.—reported on the number and organization of staffers at these stations and answered questions about ways to secure efficient station operation.

Broadcasters who talk about editorializing are guilty of misleading semantics, Harold See, KRON-TV San Francisco, declared Monday at the opening general session. Newspapers, which can voice their views and ignore the opposing viewpoint, can editorialize, he said. Broadcasters, required to present both, or all, viewpoints on any controversial subject, have only the right of public comment. Robert H. Forward of KMPC Los Angeles, reported on his station's use of one-minute editorials to alert listeners to issues on which they can act by voting or by writing their elected representatives at city hall, the state legislature or in Washington. Philip G. Lasky, KPIX (TV) San Francisco, told how his station gives full production to its editorials, using cartoons, photographs and other visual material to illustrate the oral argument.

ON TAP IN MILWAUKEE:

At the opening Milwaukee general session, Robert L. Pratt, KGGF Coffeyville, Kan., member of the NAB Committee on Editorializing and NAB board member, will discuss editorializing at a panel meeting.

Radio panels will open with a sales administration discussion; John F. Meagher, NAB radio vice president, will preside. On the panel are Sterling B. Beeson, Headley-Reed Co.; Robert D. Enoch, WXLW Indianapolis; Vernon A. Nolte, WJBC Bloomington, Ill.; M. H. Stuckwish, WSOY Decatur, Ill. Edward F. Baughn, WPAG Ann Arbor, Mich., will speak on news broadcasts. Harold R. Krelstein, WMPS Memphis, will discuss music programming trends and Hugh K. Boice Jr., WEMP Milwaukee, will report for the All-Industry Radio Music License Committee.

A panel on staff organization includes Eldon Campbell, WFBM Indianapolis; Mig Figi, WAUX Waukesha, Wis., and Fred Sorenson, WKRS Waukegan, Ill. William J. Hennessey, Charles Bruning Co., will speak on internal staff efficiency.

Thad H. Brown Jr., NAB tv vice president, will preside at tv panels. Technical management problems, labor and costs will be reviewed. Station speakers will be Jack Robishaw, WBAY-TV Green Bay, Wis., and Henry W. Rogers, WWJ-TV Detroit. A programming discussion will be led by Robert B. McConnell, WISH-TV Indianapolis, and Herb Ohrt, KGLO-TV Mason City, Iowa.

Wesley I. Nunn, advertising manager of Standard Oil Co. of Indiana, will speak at the Oct. 14 luncheon, final feature of the Milwaukee meeting.

At Minneapolis, Mr. Pratt again will lead an editorializing discussion. A radio sales panel includes Tom Barnes, WDAY Fargo, N. D.; Robert E. DeHaven, KYSM Mankato, Minn.; John J. Perna Jr., Gill Perna, and Odin Ramsland, KDAL Duluth, Minn. Gerald A. Bartell, president of Bartell Family Radio, will review music programming trends, and George W. Armstrong, WHB Kansas City, will report for the All-Industry Radio Music License Committee.

A panel on radio staff organization includes Earl Johnsen, KLIZ Brainerd, Minn.; Chet L. Thomas, KXOK St. Louis, and William White, KFJB Marshalltown, Iowa. Ned Haynes, of Albinson Inc., will speak on internal efficiency.

Tv panels at Minneapolis include a cost discussion by Henry W. Dornseif, WCCO-TV Minneapolis, and Owen Saddler, KMTV (TV) Omaha. Tv programming speakers will be Frederick S. Houwink, WMAL-TV Washington; Kenneth M. Hance, KSTP-TV Minneapolis, and George J. Higgins, KMBC-TV Kansas City. Final-day luncheon speaker is J. Cameron Thomson, board chairman of Northwest Bancorporation, Minneapolis.

The 10-man NAB conference team will be led by President Harold E. Fellows. Among staff speakers are Charles H. Tower, broadcast personnel-economics manager; Donald N. Martin, assistant to the president for public relations; Vincent T. Wasilewski, government relations manager; Edward H. Bronson, tv code director, and Messrs. Meagher and Brown. Television Bureau of Advertising is making a sales presentation at all conferences.

Swezey, Elder Named to Head NAB Committees by Fellows

Two new committees were named last week by NAB President Harold E. Fellows, with Robert D. Swezey, WDSU-AM-TV New Orleans, heading the Freedom of Information Committee and Omar F. Elder Jr., ABC secretary-assistant general counsel, serving as chairman of the Copyright Committee.

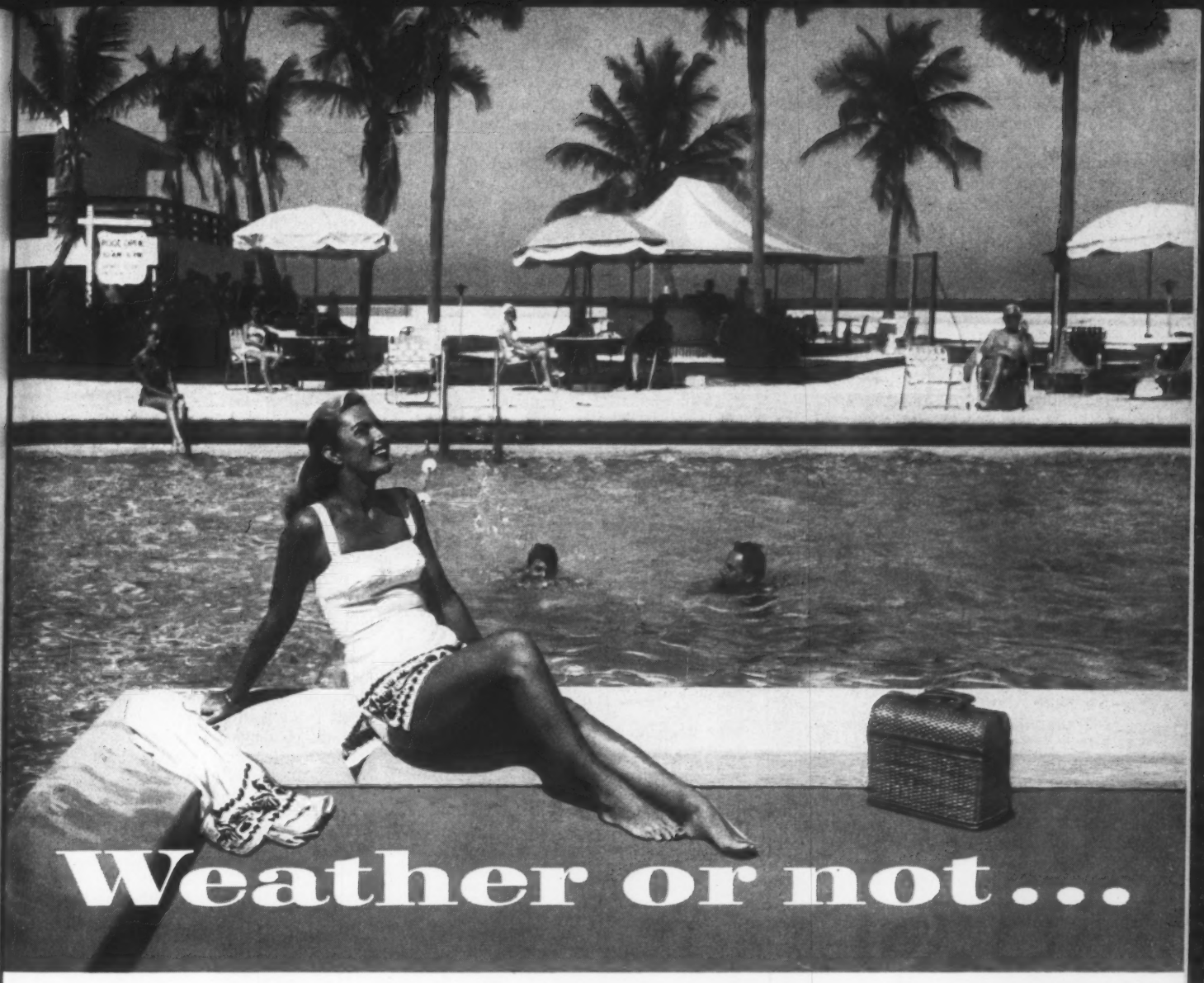
Other members of the Freedom of Information Committee:

Campbell Arnoux, WTAR Norfolk, Va.; Otto P. Brandt, KING Seattle; Carl J. Burkland, WAVY-TV Norfolk, Va.; Richard O. Dunning, KHQ Spokane, Wash.; Frank P. Fogarty, WOW Omaha, Neb.; John S. Hayes, WTOP, Washington Post Broadcast Div.; Joseph Herold, KBTV (TV) Denver; Daniel W. Kops, WAVZ New Ha-

facts about the Gates Sta-Level Amplifier . . . from one station engineer to another

TOM: "Say Joe, I understand you've been using a Gates Sta-Level for about a year now. Does it do the job?"
JOE: "Boy, we'd be lost without it. Sta-Level has done wonders for our station operation."
TOM: "Let's see, the basic function of Sta-Level is to provide constant level output, isn't it?"
JOE: "That's right, Tom. Sta-Level brings up the low passages while it holds down excessive output level."
TOM: "And what's the result?"
JOE: "The result is always higher level of transmission, the equivalent of greater signal output."
TOM: "Is Sta-Level expensive?"
JOE: "Heavens no! Only $235.00, and it comes complete with tubes and ready to operate. Why don't you call or write Gates and order a Sta-Level today? They're in stock for immediate delivery."
TOM: "Where's a phone?"

GATES RADIO COMPANY
QUINCY, ILLINOIS
Subsidiary of Harris-Intertype Corporation



There's Always Good News From Florida

Quite naturally, a state blessed with the climate advantages of Florida comes in for some *ribbing* from the press when a few snowflakes fall. It's the unusual event that makes news.

But there is this point about last winter's freeze in Florida which didn't make headlines. Yet it is a story which merits telling.

Even while experiencing the coldest winter in 47 years, Florida offered a wide margin of climate advantage over other states.

HERE ARE THE FACTS

During December . . . the month that brought Florida its coldest single-day temperature of last winter... minimum daily readings at 123 state-wide weather stations averaged a low of only 48.4°. Average December maximum was 70.3°.

In January and in February, the average minimum was 44.2° and 41.7° respectively, while average maximum was, in the same order, 63.7° and 63.9°.

The Florida state-wide average in each of these three winter months, considerably under normal as it was, still topped every other state. But, in south Florida, where most winter tourists visit, the climate advantage was even more pronounced. For example, accumulative figures from five south Florida weather stations show a December-January-February daily average minimum of 54.1°, and an average maximum of 69.6°.

There were few days that tourists couldn't enjoy all the outdoor fun for which Florida is famed. Daytime highs were warm enough for golf, tennis, fishing; for seeing the sights or visiting the race tracks.

And, surprising as it might seem to one who hasn't experienced the power of subtropic sunshine, there were swimsuited people tanning on south Florida beaches four days out of five all last winter.

There is no denying that last season's cold spell was the big news from Florida. But the best news was this: Even in a record cold year, the margin of climate comfort offered its usual advantage over other places in the land. Proving again, Florida's is one of the best climates of the world in which to enjoy a winter vacation.

Florida Development Commission
515-N Caldwell Building
Tallahassee, Florida

Florida

YEAR 'ROUND LAND OF GOOD LIVING

ven, Conn.; Robert T. Mason, WMRN Marion, Ohio; Robert L. Pratt, KGGF Coffeyville, Kans., Weston C. Pullen Jr., TLF Broadcasters, New York; Lawrence H. Rogers II, WSAZ Huntington, W. Va.; W. D. Rogers Jr., KDUB-TV Lubbock, Tex.; James W. Woodruff Jr., WRBL Columbus, Ga.; John C. Daly, ABC; Robert F. Hurleigh, MBS; Sig Mickelson, CBS; William McAndrew, NBC; Theodore F. Koop, CBS observer for Radio Television News Directors Assn.

Members serving with Mr. Elder on the Copyright Committee: Charles A. Batson, WIS-TV Columbia, S. C.; Robert M. Booth Jr., attorney; Ian A. Elliot, KATL Miles City, Mont.; Robert V. Evans, CBS-TV; Leonard H. Higgins, KTNT-TV Tacoma, Wash.; Philip G. Lasky, Westinghouse Broadcasting Co.; Douglas L. Manship, WBRZ-TV Baton Rouge, La.; Harry R. Olsson Jr., NBC; Robert R. Tincher, WHTN Huntington, W. Va.; J. Pattison Williams, Air Trails Network, Dayton, Ohio; Gunnar O. Wiig, WROC-TV Rochester, N. Y.

N. C. Broadcasters to Hear Admen at Meet in Greensboro

Two advertising executives will address the North Carolina Assn. of Broadcasters fall meeting Thursday and Friday (Oct. 9-10) at Sedgefield Inn, Greensboro. They are A. P. Love, advertising manager of Colonial Stores, and William Edwards, of Bennett Advertising Agency, High Point, N. C.

Lewis Shollenberger, CBS Washington associate director of public affairs, will be the banquet speaker. Others include Vincent T. Wasilewski, NAB government relations manager; Ben B. Sanders, KICD Spencer, Iowa; George M. Wilson, secretary-treasurer of Billy Graham's Evangelistic Assn., and O. B. Copeland, head of agricultural information, N. C. State College. A panel will discuss the topic, "So You Want to Own Another Radio Station."

Women Should Have Bigger Part In Programming—Booraem Says

Women should play a more important role in television programming policies of networks and stations, Hendrik Booraem, vice president-director of radio-tv for Ogilvy, Benson & Mather, New York, told a dinner meeting of the New York chapter of American Women in Radio & Television last week.

Mr. Booraem estimated that 75% of all tv programming is directed toward women but noted that, with few exceptions, programming is almost exclusively the responsibility of men. In contrast, he pointed out, such service magazines as *Ladies Home Journal* are edited almost exclusively by women. Mr. Booraem suggested that networks, stations and even agencies involved in tv programming consider the utilization of more women in programming capacities on the policy level.

Smith Cites Disparity In ASCAP Contracts

An "amazing lack of uniformity" exists in computing ASCAP fees paid by radio stations, according to a survey conducted among California stations by Calvin J. Smith, KFAC Los Angeles, California member of the All-Industry Radio Music License Committee (also see page 76).

Addressing the Monday radio session of the NAB Fall Conference at San Francisco (main story page 68). Mr. Smith said: "The ASCAP auditor makes up your contract when he comes into your station."

The all-industry group, set up by radio stations at a May 1 meeting held during the NAB Chicago convention, is conducting negotiations for renewal of music copyright contracts. The ASCAP contract expires next Dec. 31, the BMI contract in March. Robert T. Mason, WMRN Marion, Ohio, is chairman of the all-industry negotiating committee.

Mr. Smith said the general policy on talent fees is to allow fees to be deducted if they are billed separately to the advertiser in excess of the card rate. But he reported 14 deviations from this basic policy on the basis of his survey of stations.

"In the case of disc jockeys there is apparently no standard practice," Mr. Smith observed. "Some deduct everything, some a percentage and some pay on the full amount."

As to remote charges, sports rights, news expenses, trade deal advertising and merchandising-promotion, he said there is no definite policy, with some deducting nothing, some all and some only a portion.

Noting that radio and tv broadcasters now pay ASCAP about $22 million a year—more than $200 million for a nine-year contract, assuming a static condition—he urged all stations to contribute to the support of the committee and thus help to secure a better contract with standard provisions spelled out.

Protective Air Time Lessening—Sweeney

Protective air time—the interval between radio commercials for competitive products—is being shortened, Kevin B. Sweeney, Radio Advertising Bureau President, told the bureau's northeastern regional management conference in Princeton, N. J., last week. The conference ended RAB's 1958 series of seven such meetings.

A nationwide survey of some 200 timebuyers, conducted by RAB last July, was said by Mr. Sweeney to show that:

"Some 52.7% of agencies request only a 15-minute interval between competing announcements compared to 43% of timebuyers in 1957. While 47% of these insisted on a half-hour separation between announcements one year ago, only 31.6% expect that courtesy today. About 11.8% want a 20-minute break."

Mr. Sweeney also reported on a separate RAB survey on the amount of rate protection accorded current advertisers at the time of an increase.

"Twenty-one percent of the stations asked listed one year compared to 75% in 1957. While 25% of stations offered six months of immunity from increased time charges one year ago, about 66% offer that much time today," Mr. Sweeney told the group.

John F. Hardesty, RAB vice president and general manager, reported to the Princeton group that in more than two-thirds of the nation's stations that disc jockeys are under limitations regarding on-air conversation:

"Some 26.3% of stations have a definite time or word limit while 30.6% have a carefully policed 'talk as little as possible' d.j. policy. Another 14.2% of stations limit d.j. conversation to delivering the time, weather, temperature and commercials."

Creative Phase to Be Stressed At 4A Sessions in Chicago

Agency creativity in marketing and retailing will highlight second day sessions of American Assn. of Adv. Agencies' central region meeting in Chicago, Oct. 10, it was announced last week.

The agenda for Friday workshops, following opening day management meetings [TRADE ASSNS., Sept. 29] will stress the creative phase of advertising functions and be open to all AAAA central region member agency personnel, according to James G. Cominos, vice president in charge of radio-tv, Needham, Louis & Brorby, and region chairman. The 21st annual meeting will be

WESTERN BROADCASTERS:
Northern California, Nevada, Oregon, Washington, Montana, Idaho, Wyoming, Colorado, New Mexico, Utah, Alaska.

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R. F. Jones Co., exclusive distributors for Seeburg Music Systems in the above areas, has highly profitable franchise for the leasing, sales and servicing of Seeburg High Fidelity Background Music to banks, stores, restaurants, and industry. Your present sales and engineering force could easily handle. One of the most respected and exciting music systems in the world. Please mention the size of your sales force in your first letter. Investigate us through your bank or D & B. Write to

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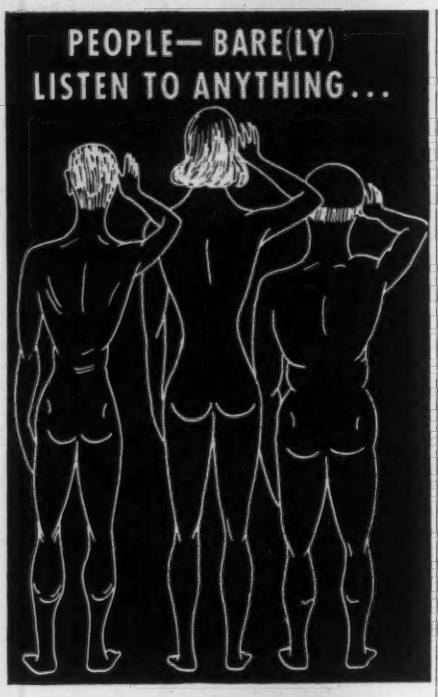
(Background Music Division)
240 Shotwell St. San Francisco 10, Calif. TWX SF 1167
San Francisco • Portland • Seattle • Alaska • Salt Lake • Denver

WGR-TV
CHANNEL 2
now NBC!
IN GREATER BUFFALO
It means that now America's No. 1 network, NBC, and Buffalo's No. 1 station, WGR-TV, have joined forces to offer advertisers and viewers the best in TV in the nation's 14th market.
"Let's run this up the flag pole"
• Top NBC-TV network programming... A huge, untapped audience will now see, for the first time, Dinah Shore, Perry Como, Bob Hope, Milton Berle, and many others. Also available are NBC color, NBC specials, NBC public service... because NBC is now VHF in Buffalo.
• Top local acceptance... because of top local shows, personalities, public service, promotion, and merchandising.
• Top choice in Buffalo of advertisers and viewers alike
..."and watch everyone salute!"
Contact Peters, Griffin and Woodward for availabilities on WGR-TV—now NBC!
WGR-TV
NBC CHANNEL 2
BUFFALO
SYMBOL OF SERVICE
A TRANSCONTINENT STATION
WROC-TV, Rochester, N. Y. • WSVA, WSVA-TV, Harrisonburg, Va.
WGR, WGR-TV, Buffalo • WNEP-TV, Scranton/Wilkes-Barre.



BUT . . . **WDAK...**

Long, lean, short, fat, old, young, round, bent, straight, male, female, all barely listen to anything but WDAK, because WDAK is the most powerful station in the Heart of the South, broadcasting 24 hours a day, with 5,000 Watts, at 540 KC, with the most entertaining, intriguing, format ever heard, anywhere—and it SELLS!

WDAK covers MORE than the OTHER FOUR!

24 hours a day
5,000 Watts at 540 KC
1½ Million Listeners
22,750 square miles.

N.B.C.

THROUGH THE HEART OF THE DEEP SOUTH
WDAK
FIRST ON THE DIAL IN DIXIE

Columbus, Ga.
Headley-Reed — James S. Ayers

TRADE ASSNS. CONTINUED

held at Chicago's Drake Hotel this Friday.

A Friday morning workshop, titled "Sales Promotion and Merchandising in the Total Distribution Plan," will be moderated by William Marsteller, president of Marsteller, Rickard, Gebhardt & Reed and member of the region's board of governors. A presentation, "The Metropolitan Marketing Plan—the United Motors Story," will be given by Clarence Hatch, executive vice president of Campbell Ewald Inc., and a UMC representative. Speakers will be Arden B. Crawford, executive vice president, National Consumer Panel Co., on "Current Trends in Consumer Buying Habits"; Richard D. Crisp, president of Richard D. Crisp & Assoc., "Harnessing Modern Research Techniques to Evaluate Promotions"; and David F. Leahy, manager of Sears, Roebuck & Co.'s State St. Store, "What Retailers Want in Promotion."

Whit Hobbs, associate copy director of BBDO, will address the luncheon Friday noon, to be introduced by Alexander H. Gunn, vice president, J. Walter Thompson Co. and secretary-treasurer, central region. An afternoon session will be devoted to a workshop, with selection of the best advertisements in the appliance, drug and grocery fields in 1958 as chosen by agency creative men and retailers. Participating are Joseph M. Greeley, vice president, Leo Burnett Co., and AAAA Chicago council chairman; Robert L. Foreman, executive vice president and creative services head, BBDO; and Sol Polk, president of Polk Bros., Chicago appliance chain. Drug advertising will be discussed by Edward N. Robinson, vice president of J. Walter Thompson Co., and Howard Wilson, vice president-copy director, Kenyon & Eckhardt, among others.

Assn. of UPI Broadcasters Formed in South Carolina

South Carolina UPI Broadcasters Assn. was founded at a Sept. 24 meeting in Columbia represented by 15 tv stations.

Joe Wilder of WBAW Barnwell is the association's first president. Others elected included Dale Hawkinson, WJAY Mullins, vice president; Bill Hogan, WLBG Laurens, program chairman, and Tom Price, bureau manager of South Carolina UPI, permanent secretary.

The meeting, presided over by Richard E. Fales, South Carolina UPI business representative, included talks by Rhea T. Eskew, UPI southern division manager; Charlie Newcomb, WSPA Spartanburg; Mr. Wilder, and Mr. Hawkinson.

Sub Tour For Conn. UPI Group

Members of UPI Broadcasters Assn. of Connecticut attending its fall meeting tomorrow (Oct. 7) at Groton and New London will visit *U.S.S. Skate*, the atomic submarine that sailed under the North Pole. The Connecticut broadcasters' activities, arranged with the cooperation of General Dynamics Corp.'s Electric Boat Div. and the U. S. Navy, will include a bus tour of submarine yards, a business meeting at the New London U. S. submarine base Officers' Club and a talk by one of the *Skate's* officers.

UPCOMING

October

Oct. 7: UPI Broadcasters of Connecticut, fall meeting, U.S. Submarine Base and Electric Boat Div., General Dynamics Corp., Groton.
Oct. 8-10: IRE, Canadian convention, Exhibition Park, Toronto.
Oct. 8: Connecticut AP Broadcasters Assn., annual meeting, Waverly Inn, Cheshire.
Oct. 9: CBC, Board of Governors, Room 118, House of Commons, Ottawa.
Oct. 9-10: AAAA, central region's annual meeting, Drake Hotel, Chicago.
Oct. 9-10: North Carolina Assn. of Broadcasters, Sedgefield Inn, Greensboro.
Oct. 10-11: Alabama Assn. of Broadcasters, Stafford Hotel, Tuscaloosa.
Oct. 10-11: Mutual Advertising Agency Network, fourth-quarterly business meeting-workshop, Bismarck Hotel, Chicago.
Oct. 10-11: Nebraska AP Radio-TV Assn., annual meeting, Lincoln.
Oct. 10-12: AWRT, Heart of America conference, Muehlebach Hotel, Kansas City, Mo.
Oct. 11: UPI Broadcasters of Michigan, Hotel Olds, Lansing.
Oct. 11-12: Missouri AP Broadcasters Assn., annual meeting, Jefferson City.
Oct. 12-15: AAAA, western region's annual meeting, El Mirador, Palm Springs, Calif.
Oct. 13: New York AP Broadcasters Assn. annual meeting, Sheraton-Ten Eyck Hotel, Albany.
Oct. 13: Virginia AP Broadcasters Assn., annual meeting, Hotel Roanoke, Roanoke.
Oct. 13-15: National Electronics Conference, Hotel Sherman, Chicago.
Oct. 13-15: Kentucky Broadcasters Assn., fall meeting, Chesmotel Lodge, Hopkinsville.
Oct. 14-17: National Assn. of Educational Broadcasters, annual convention, Sheraton-Fontenelle Hotel, Omaha, Neb.
Oct. 15: Massachusetts Assn. of Broadcasters, University Club, Boston.
Oct. 15-19: Radio Television News Directors Assn., annual convention, Sheraton-Blackstone Hotel, Chicago.
Oct. 16-18: Missouri Broadcasters Assn., St. Louis.
Oct. 17-19: Women's Advertising Clubs, Midwest inter-city conference, Sheraton-Cadillac Hotel, Detroit.
Oct. 19-21: Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.
Oct. 19: Ohio Assn. of Broadcasters, annual convention, Athletic Club, Columbus.
Oct. 20-24: Society of Motion Picture & Television Engineers, 84th semi-annual convention, Sheraton-Cadillac Hotel, Detroit, Mich.
Oct. 21-22: Illinois Broadcasters Assn., fall meeting, Inman Hotel, Champaign.
Oct. 22-24: NBC Radio and Television affiliates annual meeting, Plaza Hotel, New York.
Oct. 23-24: Audit Bureau of Circulation, 44th annual meeting, Drake Hotel, Chicago.
Oct. 23-25: AFA, 10th district convention, Lubbock, Tex.
Oct. 24-26: AFA, third district convention, Raleigh, N. C.
Oct. 25: UPI Broadcasters of Indiana, fall meeting, Van Orman Northcrest Hotel, Fort Wayne.
Oct. 25-26: AWRT, Pennsylvania conference, Erie.
Oct. 27-28: AAAA, eastern region's annual meeting, Biltmore Hotel, New York City.
Oct. 28-29: Central Canada Broadcasters Assn., Westbury Hotel, Toronto, Ont.
Oct. 29-30: CBS Radio Affiliates Assn., annual convention, Waldorf-Astoria Hotel, New York City.
Oct. 31: AFA, second district meeting, Shoreham Hotel, Washington.
Oct. 31-Nov. 2: Women's Advertising Clubs, Eastern inter-city conference, Washington.

November

Nov. 5: AAAA, east-central region's annual meeting, Commodore Perry, Toledo, Ohio.
Nov. 9-12: Assn. of National Advertisers fall meeting, The Homestead, Hot Springs, Va.
Nov. 13-14: Tennessee Assn. of Broadcasters, Knoxville.
Nov. 13-15: Missouri Assn. of Broadcasters, Chase Hotel, St. Louis.
Nov. 14: Oregon Broadcasters Assn., fall meeting, Hotel Marion, Salem.
Nov. 15-16: AWRT, Indiana conference, Indianapolis.
Nov. 16-19: Broadcasters' Promotion Assn., third annual convention, Chase Hotel, St. Louis.
Nov. 19: Television Bureau of Advertising, board of directors meeting, Waldorf-Astoria Hotel, New York City.
Nov. 19: ABC-TV Primary Affiliates, meeting, New York.
Nov. 20: TvB, sales advisory committee meeting, Waldorf-Astoria Hotel, New York City.
Nov. 20-21: National Business Publications, Chicago regional conference. Drake Hotel, Chicago.
Nov. 21: TvB, annual meeting of members, Waldorf-Astoria Hotel, New York City.

NAB FALL CONFERENCES

Oct. 13-14, Schroeder Hotel, Milwaukee.
Oct. 16-17, Radisson Hotel, Minneapolis.
Oct. 20-21, Somerset Hotel, Boston.
Oct. 27-28, Statler Hilton Hotel, Washington, D.C.

NEW and EXPANDED 1/4

ARBITRON

American Research Bureau is proud to announce its *complete* NEW and EXPANDED service.

In addition to its instantaneous ARBITRON reports inaugurated commercially in New York September 1st, ARB is transforming and enlarging its service in these important respects:

1. **ONE-WEEK/FOUR-WEEK REPORTS** 1/4 to be issued regularly throughout ARB's entire Basic 100-Market Group—excepting only those cities served by local ARBITRON or surveyed every single month. The One-Week/Four-Week 1/4 thus becomes ARB's standard diary report format, furnishing (1) a four-week average rating to measure those time periods where programming remains unchanged; and (2) a one-week rating to measure those periods where programming varies.

2. **MORE FREQUENT REPORTS**—a minimum of 3 One-Week/Four-Week 1/4 surveys (equivalent to 6 reports) per year scheduled for smaller markets. Frequency of reporting for larger markets correspondingly increased.

3. **150 MARKETS GUARANTEED**—more than ever before, more than any other television rating service.

4. **DAYTIME AUDIENCE COMPOSITION DATA** and cumulative ratings for multi-weekly daytime *and nighttime* shows to be added to all diary rating reports. Also day-by-day weather information .

And, *for ARB's advertising agency subscribers—*

5. **THE 100-CITY PACKAGE WILL INCLUDE** not only local market Diary reports and Total Television Area reports, but also:
   - ARBITRON Reports for New York, Los Angeles, Chicago
   - Seven-City Multi-Network ARBITRON Reports
   - The *TV-National Network* Reports

In keeping with its continuing efforts to improve the reliability and utility of television research, ARB is pleased to make available this *complete* schedule of audience measurement data — the industry's finest and most comprehensive.

Your ARB office will be happy to furnish details.

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NEW YORK • *400 Park Avenue, New York 22, N. Y., PLaza 1-5577*
CHICAGO • *2105 Tribune Tower, Chicago 11, Ill., SUperior 7-3388*
LOS ANGELES • *6223 Selma Avenue, Hollywood, Calif., HOllywood 9-1683*

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- educational stations
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- associations
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Dannett Named as Counsel To Radio Music Negotiators

Emanuel Dannett, one of the attorneys active in the formation of Broadcast Music Inc. in 1940, last week was named counsel to the All-Industry Radio Music License Committee.

Robert T. Mason of WMRN Marion, Ohio, chairman of the committee, announced the appointment after a two-day meeting of the group and also said plans had been perfected "for the immediate negotiation of agreements with ASCAP and BMI." ASCAP radio music licenses expire Dec. 31, BMI's next March.

MR. DANNETT

It also was disclosed for the first time that the committee will "consider existing agreements" with SESAC, third major music licensing organization. Committee members noted that SESAC licenses lack the general uniformity of those issued by BMI and ASCAP.

Mr. Dannett is a member of the New York law firm of McGoldrick, Dannett, Horowitz & Golub. He has been identified with broadcast music licensing for many years. He was co-counsel for Mutual from its formation in 1934 and later was general counsel for 15 years until 1954. He currently represents CBS in some legal matters, is counsel for WPAT Patterson, N. J., and is a board member of WPAT and WITI Milwaukee.

In television license negotiations of recent years the all-industry committees have been represented by former Judge Simon H. Rifkind.

Although the radio committee plans to negotiate with both ASCAP and BMI and "consider" SESAC agreements, it is expected to take these assignments one at a time, starting with ASCAP since these licenses expire first. Authorities expected their first meeting with ASCAP to be held within three or four weeks.

The committee, authorized at the NAB convention in April and elected by industry-wide vote in July [PROGRAM SERVICES, July 21], consists of 17 members representing radio stations in all sections of the U. S.

BMI Gets Look at ASCAP Records

After some two years of trying, BMI last week got permission to examine the performance cards of the American Society of Composers, Authors & Publishers. In federal court in New York ASCAP attorneys consented to a BMI motion that the data, showing the performance records of ASCAP tunes, be made available. BMI claims it needs to study the performance data in preparing its defense against the $150 million lawsuit brought by 33 ASCAP songwriters more than four years ago. It has had a standing offer to make its own performance records available to the 33 plaintiffs and ASCAP if BMI were given access to the ASCAP data.

THOSE MUSICAL NOTES

ASCAP's income in the first eight months of 1958 totaled $19,291,984, all but $172,821 of it from licensees for the use of the music of ASCAP members, George Hoffman, comptroller, reported Tuesday (Sept. 30) at a west coast membership meeting in Los Angeles. ASCAP membership now includes 1,190 active publisher members and 4,167 active writer members, with 185 non-participating publisher and 680 non-participating writer memberships.

Broadcast News Bureau Service Will Offer Indies Capital News

Daily telephone reports from Broadcast News Bureau, Washington, is available to stations starting today (Oct. 6). The new service has a fresh two-minute "news in depth" feature ready every five hours between 6 a.m.-9 p.m. Monday through Friday and 10 a.m.-3 p.m. on Saturday. Subscribers, limited to one a market, call BNB two or three times a day and tape the bulletins over the phone. The bureau personalizes the service by tagging individual call letters onto each report.

Free auditions or further information may be obtained from F. M. Randolph, managing director, Broadcast News Bureau, 605 14th St., N. W., Washington 5, D. C.

PROGRAM SERVICE SHORTS

Standard Radio Transcription Services Inc., Chicago, announces "coming attractions" in production to be offered to broadcasters during NAB regional conferences. Additions are "Super Hi-Fi Sound Effects Collection;" "Buy Lines," monthly service of commercial lead-ins and one line gags; "Short Musical Selections," group of three Billy Mills discs comprising total of 51 standard tunes, to be made available as package; "Medal of Honor," series of 5-minute open-end narrations about acts of valor or heroism in military or civilian life, and "Something to Remember," 15-minute open-end shows with musical standards and romantic narration.

Goodson-Todman, program packager, moves from 41 E. 57th St., to House of Seagram, 375 Park Ave., New York. Phone, Plaza 1-0600, remains same.

Richard P. Doherty, tv and radio management, adds program distribution to his advisory services by offering copyrighted *Dialing for Dollars,* local radio-tv show over WCBM and WMAR-TV, both Baltimore.

Capitol Records Inc., Hollywood, has declared extra dividend of 15 cents per share in addition to regular quarterly rate of 25 cents. Dividends are payable Sept. 30 to stockholders of record Sept. 15. Capitol announced gross sales for year ended June 30, 1958, totaled $43,694,818 against $35,-108,401 for last year. Decline in net income from $3,239,362 to $2,777,755 was attributed to start of new enterprises.

Your Salesman for More Than 700,000

CALLS ON SIGHT IN THE SOUTHEAST'S BIGGEST, RICH MARKET

WSJS TELEVISION WINSTON-SALEM

Put your salesman where he can make the most calls at less cost. Buy WSJS-television's 713,062 TV sets in 75 Piedmont Counties in North Carolina and Virginia.

NBC AFFILIATE for *Winston-Salem* *Greensboro* *High Point*

Call Headley-Reed

Now, you say when

And how often too! For once programs and commercials are recorded on Videotape*, scheduling is wide open. Playbacks can be telecast immediately—hours later—or anytime you decide. At least 100 repeats can be made from any one recording. Copies can be made. And tapes recorded on a VR-1000 Videotape Recorder can be played back on any other VR-1000, anywhere.

Never before have sponsors been able to schedule commercials to reach selected audiences so easily. Never have stations had so many "live" availabilities to offer.

Get the complete story on the many things Videotape Recording can do for you. Write today.

CONVERTS TO COLOR ANYTIME • LIVE QUALITY • IMMEDIATE PLAYBACK • PRACTICAL EDITING • TAPES INTERCHANGEABLE • TAPES ERASABLE, REUSABLE • LOWEST OVERALL COST

850 CHARTER STREET, REDWOOD CITY, CALIFORNIA
Offices in Principal Cities

AMPEX
CORPORATION
professional products division

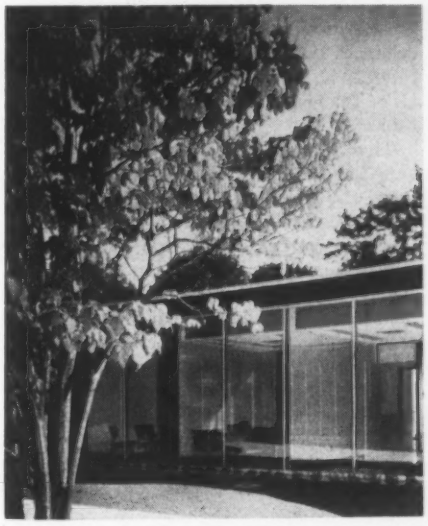
*TM AMPEX CORP.

CBS LABS NEW CENTER AT STAMFORD READY

Dedication ceremonies will be held tomorrow (Oct. 7) for the new research center of CBS Labs on a 23-acre site in Stamford, Conn. The principal speaker will be Roy W. Johnson, director of the Defense Dept.'s Advanced Research Projects Agency, and dignitaries invited include Gov. Abraham Ribicoff of Connecticut, Mayor Webster C. Givens of Stamford and high-ranking officers of the Army, Navy and Air Force.

CBS Labs, a division of CBS Inc., has been located up to now in the headquarters building of CBS at 485 Madison Ave., New York, N. Y. The new center is said to contain modern facilities and instrumentation for research and development in such fields as audio-video systems, solid state physics, physical chemistry, optics, vacuum tubes, data processing systems, and electronics for communications and other applications. Dr. Peter C. Goldmark is president of CBS Labs.

Ground for the center was broken in the fall of 1957. At that time, Dr. Frank Stanton, CBS president, said the program of the laboratory was expanding in three areas: improved audio and video techniques, electronics projects under government contract for military and other purposes and more comprehensive applied research for industry.



ADMINISTRATIVE *offices at Stamford have floor-to-ceiling windows facing an inner courtyard in which a sound capsule has been embedded. The capsule, to be removed in the year 2057, contains three "I Can Hear It Now" long playing records which relate events of the first half of the 20th century as described by Edward R. Murrow.*

New York Meeting, Show Both Devoted to Stereo

Stereophonics blasted New York City's Eighth Ave. and 35th St. last week.

On the West Side, at the Hotel New Yorker, the Audio Engineering Society met for its tenth annual convention and exhibition and devoted itself studiously to highly technical papers on the engineering aspects of the new audio art, including multiplex fm broadcasting.

Across the street at the New York Trade Show Bldg., equipment and component manufacturers treated the public visually—and audibly—to the latest of their wares at the New York high fidelity show sponsored by the Institute of High Fidelity Manufacturers. Mayor Robert F. Wagner proclaimed the occasion "Stereo High Fidelity Week" and an estimated 50,000 persons were expected to attend. The institute estimates hi-fi component and home music system sales this year will range $250-260 million, well above last year's $225 million.

While exhibitors happily acclaimed stereo to be the hottest innovation to hit the trade since the long-playing record, many felt the public is dragging its heels on making purchases, waiting for the confusion to be cleared concerning various practical aspects of technical standards and general availability of equipment, discs and tapes. Others held it's much too early to judge trends.

RCA expects to bring out its initial stereotape cartridge musical releases within a month. Most major record labels already have initial stereo discs on the market or soon will have, while the equipment to play them was in much evidence among manufacturers' exhibits, including am-fm tuners.

On Friday (Oct. 3), at the Audio Engineering Society gathering, Murray G. Crosby, president of Crosby Labs, Hicksville, N. Y., described the performance characteristics of the "compatible" fm multiplex stereo transmission system which his firm is proposing before the FCC. The system is compatible to the mon-aural listener as well as the multiplex stereo listeners, since the two music channels are mixed and then fed to the main program channel, with the subtracted "difference" or reverse phase of the two channels fed to the subcarrier. The home multiplex receiver or adapter separates the channels again for feed to separate speakers. In stereo methods, one music channel goes on the main program channel, the second channel on to the subcarrier, so that the mon-aural listener can hear only one channel or pick-up microphone.

The Crosby system has been in test on WBAI (FM) New York since Sept. 12 and daily last week from the WBAI studios at the high fidelity show, using experimental authorization under the call KE2XXT. Other New York stations exhibiting at the fair included WQXR-AM-FM and WRFM (FM).

On the program Friday with Mr. Crosby were William S. Halstead, Multiplex Service Corp., New York, and Richard Burden Assoc., Mt. Kisco, N. Y., who reviewed developments of multiplex stereocasting, beginning with the first experimental transmissions on fm in 1950.

Other broadcast papers were given by George H. Grenier, General Electric Co., on stability considerations in high fidelity amplifiers; W. S. Bachman, Columbia Records

"How to be in two places at once"

Mr. Joel Chaseman
Program Manager, WJZ-TV
Television Hill, Baltimore

"We Videotaped* a busy candidate's campaign speech. He was on the air "live" and actively campaigning at the same time—literally in two places at one time, thanks to our Videotape* Recorder.

AMPEX
CORPORATION
850 CHARTER STREET, REDWOOD CITY, CALIFORNIA
professional products division

*TM Ampex Corporation

Inc., and B. B. Bauer, H. Hollywood and G. Maerkle, all CBS Labs, on single push-pull stage amplifiers for stereophonic sound reproduction, and J. Rodriguez De Miranda, of N. V. Philips, Eindhoven, Holland, on designing a multi-purpose stereo pre-amplifier.

Earlier in the week, Albert C. Travis Jr., Broadcast Equipment Specialties Corp., Beacon, N. Y., presented a paper on evolution of a successful spring-driven broadcast quality tape recorder, which the firm is marketing to stations for news purposes. It operates on dry batteries. Frank Radocy, Audio Devices Inc., New York, introduced to the convention his firm's newest professional product offering, the Echoraser, a static device designed to reduce the intensity of layer to layer signal transfer on tape, otherwise known as "print-through."

Some 70 papers on other aspects of audio engineering, many on stereo, were read before the convention.

Ham Tv Package From Electron

Electron Corp., Dallas (subsidiary of Ling Electronics Inc., Culver City, Calif.), announces its Ling-Mitter, amateur tv transmitter, is in production. The ham transmitter, said to be the first on the market, operates on FCC-allocated 420-450 mc with 50 w (video only). Price of the complete equipment (including transmitter, antenna, camera, monitor, etc.) is $2,495 FOB Dallas.

Man-Made Rubies at Michigan Promise Greater Tv Reception

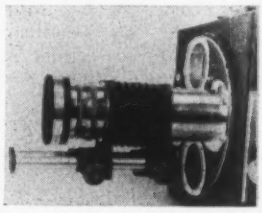
Television reception over much greater distances than now possible and communication with space vehicles is promised from U. of Michigan experiments with man-made rubies.

The "ruby maser," a low temperature device said to be able to out perform electron tubes and transistors, has been developed at the university. The maser harnesses the gyroscopic motion of electrons at near-zero temperatures to amplify very weak radio signals. Sensitivity is such that the instrument can detect the small natural radio emission from objects warmer than the ruby. It reportedly can discern radiation from cool matter a short distance away or from invisible stars thousands of light years distant.

The university is planning to incorporate the system into the 85-ft. radio telescope it is constructing.

MANUFACTURING SHORTS

SOS Cinema Supply Corp., N. Y., announces distribution of Studio Quik Splicer, designed for splicing both 16 mm and 35 mm as well as magnetic tape. Butt splicer may be used for all types of film bases as well as optical or magnetic sound tracks. Molnar type is applied which is permanent, reportedly will not dry out or shrink and is unaffected by common film cleaning agency. Price: $79.50. Quik-Splices are available in dispenser containing 250 splices for $5 per package. Free samples of Quik-Splice tape and illustrated brochure upon request to SOS Cinema Supply Corp., 602 W. 52nd St., New York 19.



Mitchell Camera Corp., Glendale, Calif., announces Mitchell Varifocal Close-up Unit designed for close-up scenes often required for filmed tv commercials. Unit contains own lens, also eliminates setup time with use of flexible extension tubes. Deep draw extension bellows permits infinite focus and affords wide range of photography from normal (X1) to larger than normal (X10). Adapters permit use with 16 mm and BNC Mitchells, also NC and Standard Mitchell cameras. Write Mitchell Camera Corp., 666 W. Harvard St., Glendale 4, Calif.

Audio Devices Inc., N. Y., has reported steep rise in magnetic tape sales in first six months of 1958 amounting to increase of 31% over similar period last year. Total sales for period on all products were $3,055,000 as against $2,350,000 for first six months last year. Earnings from magnetic tape and disc sales for six-month period this year were $176,967 after taxes, equal to 22.4 cents per share on 788,457 shares of common stock outstanding, comparing with $157,762 for same period of 1957 or 24.3 cents per share on 650,051 shares of stock then outstanding.

Telectrosonic Corp., Long Island City, N.Y., introduces new 2-speed high fidelity portable tape recorder which takes up to seven-inch reel. New recorder, model 1970, is priced at $99.95. Total weight is 19½ lbs. and overall size is 15 inches x 8 inches x 11⅝ inches. It offers dual speeds of 3¾ ips and 7½ ips with dual track recording which allow for up to four hours of playing time at 3¾ ips. One hour of tape on seven-inch reel and seven-inch take-up reel are included in selling price as well as full frequency crystal microphone.

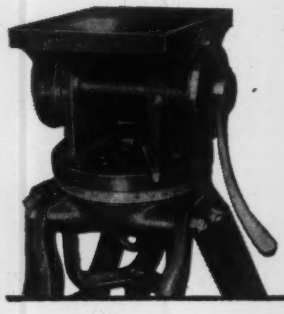
Allied Radio Corp., Chicago, distributors of electronic parts and equipment, announces release of 1959 general catalog. Book consists of 452 pages (208 pages in rotogravure and 4-color covers) and lists 32,000 items. Special emphasis has been placed on equipment and components for broadcasting field. For free buying guide write Allied, 100 N. Western Ave., Chicago 80, Ill.

Reeves Soundcraft Corp., manufacturer of magnetic recording products, has moved into new plant on Great Pasture Road, Danbury, Conn.; telephone: Pioneer 3-7601.

General Electric Co. has made available through distributors receiving tube interchangeability chart, listing 122 replacements for 180 popular tv and radio types.

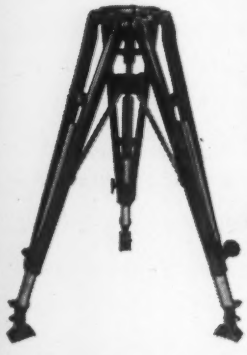
Sylvania Electronic Tubes (division of Sylvania Electric Products Inc.) announces ten

CECO microwave relays conquer space barriers



Whether it's a fixed station or a mobile unit, CECO microwave equipment surmounts the communication barrier. Because CECO equipment is built to a quality that is actually higher than the official standards. For dependable pickup and relay under adverse climatic conditions, you're wise to play safe with CECO.

Micro Wave Relay Beam Reflector Head
Perfect for parabolas up to 6-ft. diameter. Withstands torques of 225 ft. pounds in elevation and 150 ft. pounds in azimuth. Environmental treated for extreme weather conditions.
$285.00 Relay Tilt Head Only

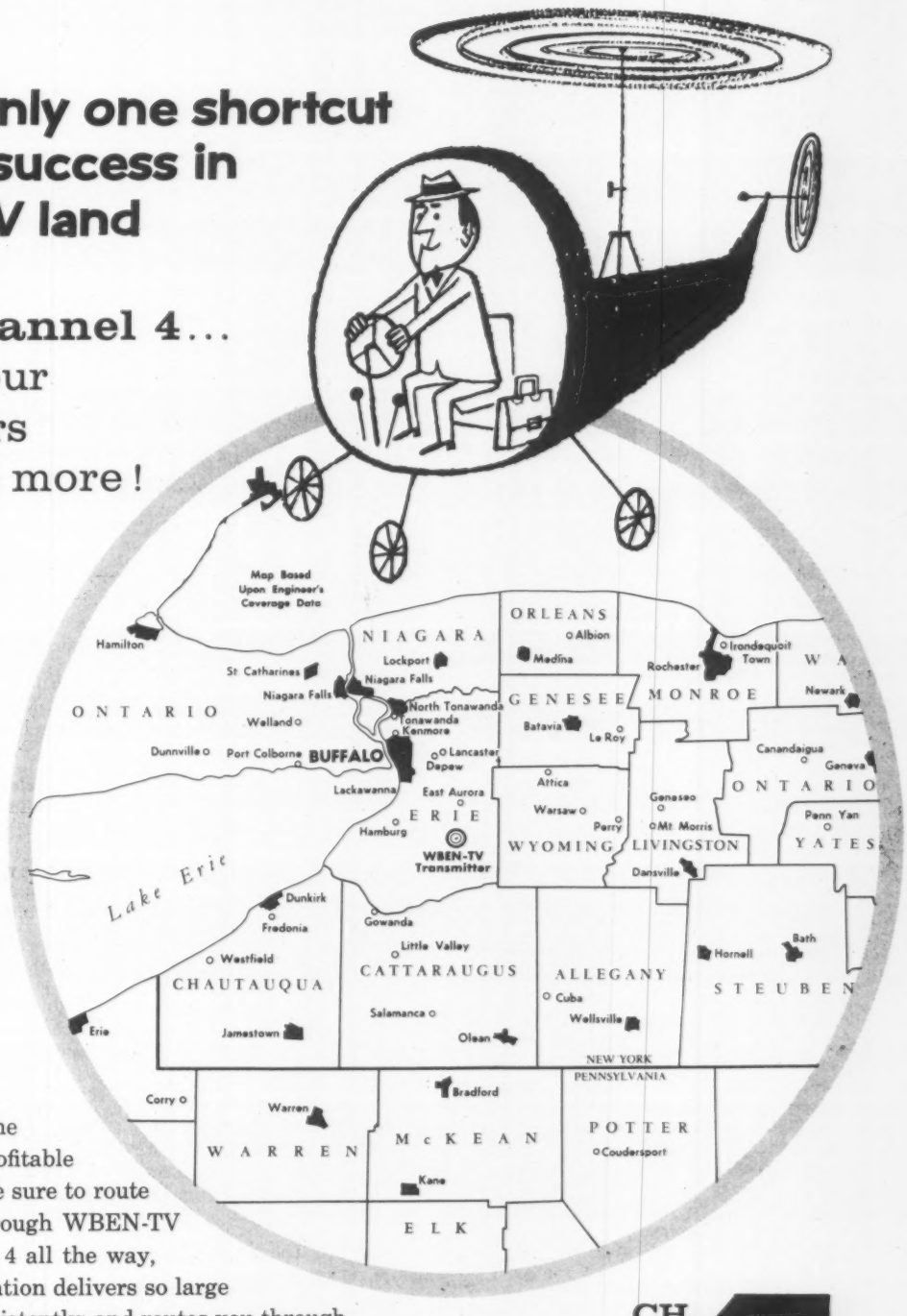


ALL METAL TRIPOD
Has cast top flange and upper leg portion made of one piece aluminum alloy castings. Legs slide easily and have tie-rods to center for automatic leveling. Accepts Balanced TV Head, Micro Wave Relay Beam Reflector Head (illus.) and other similar professional tripod heads. **$260.00** Metal Tripod only.

FRANK C. ZUCKER
CAMERA EQUIPMENT CO., INC.
Dept. B 315 | West 43rd St., New York 36, N. Y. JUdson 6-1420

there's only one shortcut to sales success in WBEN-TV land

it's on **channel 4**... where your **TV** dollars count for more!



Planning a trip to the promised land of profitable promotion? Then, be sure to route your TV dollars through WBEN-TV land. Take Channel 4 all the way, for no other area station delivers so large an audience, so consistently; and routes you through every important segment of this big spending market. It's a *tour de force*—Channel 4's ability to reach and sell the 4,000,000 consumers in WBEN-TV land. *Call* HARRINGTON, RIGHTER and PARSONS, *our national representatives* and let them map out your itinerary.

CH. 4

WBEN-TV CBS in Buffalo

THE BUFFALO EVENING NEWS STATION

ONLY PULSE DELIVERS THE 100% WHOLE SAMPLE

Of the three major television services, Pulse alone delivers the complete sample contracted for—a pre-determined sample of high accuracy.

Unlike mail-diary, meter, or telephone methods that miss millions—the educationally handicapped millions unable to cooperate in paper work; the indifferent millions who refuse the chore of record keeping; the millions who lack telephones—*Pulse alone uses direct, face-to-face interviewing right in the home.*

Since 1941 Pulse has developed accredited techniques of sampling, a tremendous operation, the largest known to the broadcast industry—in fact, the largest sampling outside the U. S. Census.

Looking at a typical example: you have a night-time Television Network program? Pulse's sample "Base 6,000" for your show means that Pulse interviewers *actually talk with 6,000 different families about your show.* This sample of identical size—but different families—is repeated next month, and the next, and the next, a staggering cumulative total. No panel bias, no inertia.

In an interesting new slide presentation, we have compressed the essential Pulse pluses. See it. Let your own judgment, not hearsay, decide whether or not your firm can use this vital assist, profitably. We reported 222 different U. S. markets last year, more this year. Please write. Or for an appointment at your own best convenience, phone Judson 6-3316.

Pulse rings doorbells ... interviews families in their homes

Largest Scientific Sampling

"Only U.S. Census talks with more families"

Nothing takes the place of INTERVIEWS in the home

730 FIFTH AVENUE
NEW YORK 19, NEW YORK

PULSE, Inc.

LOS ANGELES • CHICAGO • LONDON

TRADE ASSNS. CONTINUED

additions to renewal line, including nine receiving tubes for tv receiver applications and one tube designed for use in auto radios.

Litton Industries Inc., Beverly Hills, Calif., has purchased Westrex Corp., thus gaining 50-nation distribution network for its electronic products. Westrex foreign offices have begun distribution of Litton communication equipment, radar antennas, instrument landing systems and medical x-ray units.

Corning Glass Works, Corning, N. Y., announces shatterproof, dustfree contoured twin panel tube. Tube consists of second contoured glass face panel laminated permanently to original bulb, eliminating need for present front safety plate.

David Bogen Co. (division of The Siegler Corp.), N. Y., introduces wall-mounting home music system of stereophonic parts known as "Music Wall" designed by company to win lady of house to hi fi. David Bogen has also introduced two new stereophonic preamplifier-amplifier combinations and am-fm stereo tuner. For complete information write Wolcott & Associates, 420 Lexington Ave., N. Y. 17, N. Y.

Allied Radio Corp., Chicago, announces release of new Knight Stereo Ensemble consisting of KN-734 deluxe 34-watt stereo amplifier and KN-120 deluxe stereo basic fm-am tuner. Ensemble may be placed on tabletop, bookshelf. Price: $244. Available from Allied Radio Corp., 100 N. Western Ave., Chicago 80, Ill.

RCA reports antenna shipments of six-section superturnstile to WDAY-TV Fargo, and uhf pylon ultra-gain to WICS (TV) Springfield, Ill., as well as 10-kw transmitter to KXAB-TV Aberdeen, S. D.

Raytheon Manufacturing Co., Waltham, Mass., reports release of two new products: L-band ferrite isolator and microwave ferrite switch. Isolator, model 1LH2, is constructed of half-height waveguide to reduce size and weight. Switch, model SXL1, provides minimum isolation of 25 db with insertion loss of 0.5 db (maximum). Data are available from Raytheon Manufacturing Co., Special Microwave Device Group, Waltham 54, Mass.

Air-Way Industries Inc., Toledo, announces sale of its vacuum cleaner division to Woodruff Inc. Other divisions of Air-Way, including White Products Corp. and Alumatic Corp. of America, are not involved.

Camera Equipment Co., N. Y., announces its appointment as exclusive distributor in East for Panavision Brightness Meter. Meter provides objective analysis of screen brightness, screen brightness distribution, brightness seen from side or balcony seat and determination of screen gain. Meter is of "visual comparison" type. Uses only single 1½ volt flashlight battery. Price: $97.50. Write to J. M. Kesslinger & Assoc., 37 Saybrook Place, Newark 2, N. J.

Ampex Corp., Redwood City, Calif., has shipped videotape recorders to WNHC-TV New Haven, Conn.; WSYR-TV Syracuse, N. Y.; WHDH-TV Boston, Mass., and WJRT (TV) Flint, Mich.

PROFESSIONAL SERVICES

Wagg Forms Subsidiary

Alfred Wagg Pictures, Washington, has announced formation of International Information Inc. to expand the publicity, research and still and motion picture services of the parent company by assisting advertising agencies, international organizations, governments and public relations firms with overseas operations.

Firm analysts, familiar with local conditions, will direct and administer market analyses, sales programs, and special reports in areas where local facilities are not available. Relationships between governments and commercial firms will be coordinated through various communications media. The company is headquartered at 7801 Woodmont Ave., Washington 14, telephone Oliver 6-9466.

PROFESSIONAL SERVICE SHORTS

Arthur P. Jacobs Co., public relations, New York office is at 3 E. 54th St., Templeton 8-0730. Incorrect address and phone number of 40 E. 49th St. (Plaza 9-6272) given in BROADCASTING Sept. 15 are those of Rogers & Cowan Inc., formerly part of Rogers, Cowan & Jacobs Inc.

The Ritter Co. (dental and medical equipment), Rochester, N. Y., names Harshe-Rotman Inc., Rochester, for public relations.

W. F. Schrafft & Son (confectionaries), and **Audio Fidelity Inc.** (stereophonic records) appoint Robert S. Taplinger Assoc., N. Y., as public relations counsel.

Studebaker-Packard Corp., South Bend, Ind., retains Jim Moran Assoc., New York, Chicago, Miami and Hollywood, as product publicity counselor. **S. A. Skillman,** S-P v.p. and general sales manager, described appointment as part of "highly aggressive merchandising and marketing campaign" to support car manufacturer's 1959 program.

George Greif has opened his own personal management office at 9424 Dayton Way, Beverly Hills, Calif. Telephone: Crestview 4-7138. Mr. Greif will be joined by producer Sanford Scott as firm associate. Greif's clients include Billy Eckstine and The Kirby Stone Four.

Langworth Feature Programs announces another 17 radio stations have signed to carry its *Jim Ameche Show,* which is now heard in 15 states from Florida to Alaska, President John D. Langlois has announced. Station sales average 5½ hours per week. Syndicated tape package features Mr. Ameche as m.c. of "middle-of-the-road" popular music program on which he does all music introductions, promotion announcements and local commercials in addition to providing music.

Buffalo (N. Y.) Evening News began 16-page weekend section called Tv-Radio Topics Oct. 4. Color and large art will be featured along with complete weekly programs of more than 30 radio and tv stations in western New York, nearby Pennsylvania and Ontario. Wilbur W. Doeblin, assistant chief copy editor of *News,* will handle Tv-Radio Topics.

NLRB Starts Hearings On AFTRA VTR Plea

The National Labor Relations Board last Tuesday started to hear testimony in New York on a petition by the American Federation of Television & Radio Artists asking NLRB to hold a referendum among performers to select a single union to represent them in the videotape commercial field.

The hearing was conducted before NLRB Examiner John J. Carmody, who announced he would hear testimony and send the record to the board in Washington for a decision. Representatives of the Screen Actors Guild, the Screen Extras Guild and the three television networks made brief statements on opening day in opposition to the petition and asked that it be dismissed.

One surprising move was a statement from Guy Farmer, representing BBDO, J. Walter Thompson and Young & Rubicam, in which the agencies reserved decision on their position with respect to the petition. During a preliminary NLRB hearing on the subject early last summer, these agencies had opposed the petition.

Saul Pryor, trial counsel for AFTRA, contended that tape is a "revolutionary" concept that is new and said performers should have the right to select the unit that is to represent them. He claimed that the production of tape commercials involves "exactly the same techniques" as the production of live commercials.

AFTRA has jurisdiction over live and taped commercials produced at networks and stations, while SAG has jurisdiction over filmed commercials produced at studios. Its latest contract signed with film studios (agencies sign letters of adherence to the contract) grants SAG jurisdiction over taped commercials.

William Berger, counsel for the Screen Actors Guild and Robert Gilbert, counsel for the Screen Extras Guild, both pointed out that their unions have contracts with film producers, granting them jurisdiction over tape produced there and characterized AFTRA's petition as an attempt to "grab" control of the VTR commercial field.

The hearing is expected to continue through this week.

Union Chief Says He Will Stay At WCFL Despite Meany Edict

William A. Lee, president of the Chicago Federation of Labor and WCFL there, its independent radio outlet, plans to continue in that post indefinitely despite a dual-job edict from AFL-CIO president George Meany.

Mr. Meany had ordered Mr. Lee to resign either his CFL post or the presidency of Teamsters' Local 734 (Chicago bakery drivers union). Mr. Lee announced his decision Tuesday after a CFL executive board meeting in Chicago.

Earlier, Mr. Lee reported some CIO forces want him to quit one of his positions and there were indications that the CIO (which merges officially in Illinois with the AFL in Peoria Oct. 6) covets WCFL, regarded as one of the country's more profitable independent stations. The teamsters were expelled from the AFL and CFL last Dec. 6.

MGA, Hecht-Hill-Lancaster Sign; AFM to File 'Unfairness' Charge

Musicians Guild of America last week announced the signing of a collective bargaining agreement with Hecht-Hill-Lancaster, independent film producer, on the same terms as that between MGA and the major motion picture producers [PERSONNEL RELATIONS, Sept. 1]. AFM, accusing the guild of exercising bargaining rights it does not have, stated that it is filing unfair labor practice charges immediately and that "a sweetheart agreement of this type will not be allowed to stand."

Another twist was added to the tangled legal affairs of Hollywood musicians when Eliot Daniel, president of AFM Local 47 filed an affidavit charging prejudice that disqualified Judge Bayard Rhone of Los Angeles Superior Court from hearing the petition of five musicians for a permanent restraining order to prevent AFM from trying them on charges of dual unionism. Judge Rhone had issued a temporary restraining order and was to have heard arguments on the motion for a permanent injunction last Monday. The temporary order, still in effect, has halted a hearing of about 100 members of local 47, accused of joining MGA, by a committee of the AFM International Executive Board [PERSONNEL RELATIONS, Sept. 29 and 22].

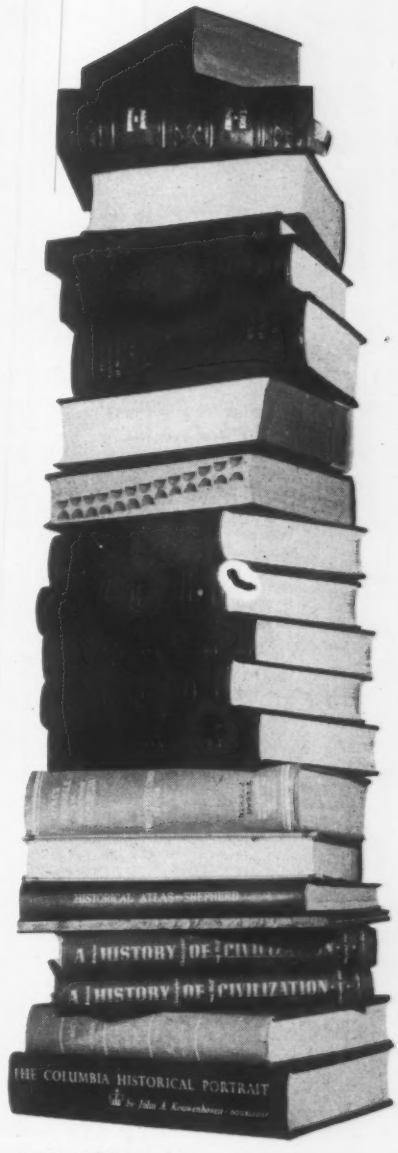
Also last week, the Los Angeles Superior Court dissolved a restraining order preventing AFM from interfering with the work opportunities of Cecil F. Read, chairman of MGA. Mr. Read said he had voluntarily withdrawn his legal action protesting his expulsion from AFM, but is retaining his suit for damages against that union.

Commenting on the court action, AFM president Herman Kenin said, "Read's dropping of the action concerning his expulsion is obviously a recognition of the rights of AFM to expel him for violating its constitution and bylaws.

"Perhaps the deepest significance of the removal of the injunction is the exploding of the promises Read has been making to musicians to extend similar protection to them if they will join him in breaking AFM union conditions. We regard this defeat for Read as a great victory for the principles of unionism, protection of union conditions, defense of contracts and validation of union constitutions and bylaws."

WGAW Adds $162,000 Residuals

Residual payments of $162,000 were collected during September by Writers Guild of America, West for its tv members, bringing re-run payments to $817,000 for the first nine months of this year, as against $343,000 for the entire year of 1957. John Schallert, tv contract administrator for WGAW, noted that the current high rate of collections of residuals would average about $1 million a year from now on.



It's Simply a Matter of Facts !

WOWO is the only single medium that effectively blankets a 56-county market.

WOWO reaches 2,285,720 people who buy over $2.5 billion worth of goods annually.

WOWO leads in every rating measurement in the 37th Radio Market.

If you're buying top radio markets, you must include . . .

WOWO 50,000 WATTS 37th U.S. Radio Market*
FORT WAYNE, IND. Represented by PGW
WBC WESTINGHOUSE BROADCASTING COMPANY, INC.
*Broadcasting, December 16, 1957

"JAXIE"

ROLLS OUT THE

RED CARPET

TO WELCOME

Kellogg

TO WFGA-TV's

GROWING FAMILY OF

PRESTIGE ADVERTISERS.

NBC - ABC

Represented nationally by
Peters, Griffin, Woodward, Inc.

WFGA-TV
Channel 12
Jacksonville, Florida

FLORIDA'S
COLORFUL STATION

IN PUBLIC INTEREST

PROMOTING SCIENCE • KQV Pittsburgh has launched a month-long "crash" campaign to inform local school students of the country's need for scientific manpower. Approximately 40 hours of program time covering 450 broadcast periods are being used. The informational series is directed to teachers and parents, as well as students.

VOTE BAIT • WGAR Cleveland has enlisted the aid of the mayors of 57 Cuyahoga County municipalities in a "get out the vote" campaign for the November elections, City officials have been informed that the city with the highest percentage of eligible voters going to the polls and voting will be presented a plaque for permanent community display. The winning municipality will also be the subject of a WGAR "salute" in a series of programs about its assets, growth and importance to the area.

INDUSTRYWIDE CHARITY • George Gobel has again accepted the campaign chairmanship of the annual charity fund raising campaign of the Radio, Television, Recording Advertising Charities (RTRA), which this year has a goal of $300,000 in behalf of eight major charities. Division chairmen include: John West, NBC, corporate gifts; M. J. Rockford, MCA, manpower; Emmett McGaughey, Erwin Wasey, Ruthrauff & Ryan, campaign promotion; Cy Pearson, Calif. Bank, allied industries; Dan Jenkins, TV Guide, publicists; Don Johnson, Lillick, Geary & Myers, law firms; Karel Pearson, NBC, talent agencies; June Kirkpatrick, Honig Cooper, Harrington & Miner, station reps; John Guedel, John Guedel Productions, business managers; J. Neil Reagan, McCann-Erickson, advertising agencies; Betty O'Hara, Dancer-Fitzgerald-Sample, production companies; Randy Wood, Dot Records, recording companies; Olan Soule, AFTRA, tv and radio artists; Jess Oppenheimer, writers; and Dick Woollen, KTTV (TV), tv film distributors.

FIRE AID • KLZ-TV Denver was swamped with offers of aid after reporting the plight of a family of seven whose home and possessions were destroyed by fire. Temporary residence, furniture, and other needs were furnished by viewers within 24 hours of the fire.

FUND TRAINING • WHTN-TV Huntington, W. Va., trained more than 900 Cabell-Wayne County United Fund volunteer workers with two early morning, hour-long telecasts.

SWINDLERS BEWARE • WSAI Cincinnati has a new service to help merchants avoid being swindled. When bad checks are being passed in the area, *Bad Check Alert* broadcasts complete details of the checks, and police descriptions of the person passing them.

BLOOD DONORS • WINS New York reported more than 40 pints of blood pledged in 15 minutes and donated within 24 hours after an appeal for blood to enable a three-year-old Long Island girl to undergo a rare heart operation.

MILESTONES

► Larry Payne, news director at WPON Pontiac, Mich., celebrated 25 years in radio Sept. 1.

► WBAP-TV Fort Worth, Tex., has celebrated its 10th anniversary.

► NBC Radio's *National Farm and Home Hour* commemorates its 30th anniversary during October. Allis-Chalmer Mfg. Co. (farm implements), Milwaukee, has sponsored the show for the past 14 years through Compton Adv., Milwaukee.

► Jerry Strong, WMAL-AM-TV Washington broadcaster received a new-term contract as a 25th anniversary present.

► KXOK St. Louis, observed 20th anniversary Sept. 19.

► WBZ-TV Boston has observed 10th anniversary.

► KSTL St. Louis has celebrated 10th anniversary.

► WCRB Waltham, Mass., has observed 10th anniversary.

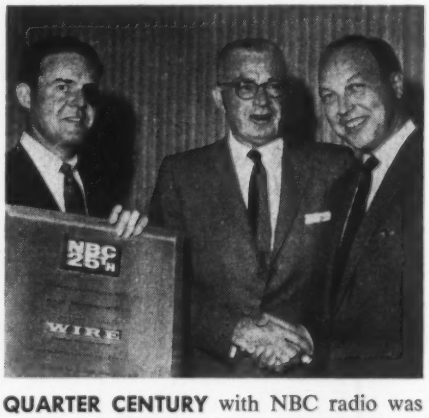
► KDNT Denton, Tex., marks 20th year of broadcasting.

► WMC Memphis, Tenn., celebrated 20th year and 1,000th broadcast of *Young America Sings*. Sears, Roebuck & Co. has sponsored show since inception.

► WRC Washington celebrated 35th anniversary.

► CFQC Saskatoon, Sask., has marked its 35th anniversary.

► Ivan M. Miles, program director for WGST Atlanta, has marked his 20th year with station.



QUARTER CENTURY with NBC radio was marked by WIRE Indianapolis with presentation of anniversary plaque to Eugene C. Pulliam (c) owner of Indianapolis Broadcasting Inc., by Robert W. Sarnoff (r), NBC board chairman, and Matthew J. Culligan, executive vice president in charge of NBC radio network. Ceremonies took place in Mr. Sarnoff's office last month.

TV NETWORKS SALES AHEAD OF '57

Network tv gross time charges totaled more than $41.5 million in August, a gain of 6.8% over the same period a year ago, while for the January-August period, the total was over $365.6 million, a gain of 11.4%. The totals on billings, compiled by Leading National Advertisers-Broadcast Advertisers Reports, were released last week by the Television Bureau of Advertising.

Each of the networks scored increases in gross time sales, both for August and for the eight-month period. In August, ABC-TV increased 12.9%; CBS-TV, 6.3%, and NBC-TV, 5%. In the eight months, the respective percentage boosts were 24.8, 5.4 and 13.2.

CBS-TV, which in July suffered a slight setback because of several pre-emptions, was climbing upward once again in August. The network's billings had dipped into the $18 million level, lowest for the year, but in August had returned to a $19 million level. For ABC-TV and NBC-TV, however, August was the lowest billing month in the year.

Network Television Gross Time Billings

	August 1957	August 1958	% Change	Jan.-Aug. 1957	Jan.-Aug. 1958	% Change
ABC	$ 6,134,380	$ 6,923,735	+12.9	$ 52,578,094	$ 65,625,091	+24.8
CBS	18,240,823	19,383,736	+ 6.3	153,540,379	161,764,077	+ 5.4
NBC	14,473,677	15,202,021	+ 5.0	122,148,053	138,310,282	+13.2
Total	$38,848,880	$41,509,492	+ 6.8	$328,266,526	$365,699,450	+11.4

Month by Month—1958

	ABC	CBS	NBC	TOTAL
January	$9,168,609	$22,094,015	$18,344,111	$49,606,735
February	8,441,988	19,410,741	16,785,315	44,638,044
March	9,402,407	21,211,070	18,874,597	49,488,074
April	8,739,456	20,628,511	18,283,379	47,651,346
May	8,477,755	20,970,022	18,470,368	47,918,145
June	7,387,586	19,733,057	16,648,462	43,769,105
July*	7,083,555	18,332,925	15,702,029	*41,118,509
August	6,923,735	19,383,736	15,202,021	41,509,492

*Figures revised as of 9/29/58

Lodge Makes Date With CBS Affiliates

Henry Cabot Lodge Jr., U. S. ambassador to the United Nations, will address the opening luncheon session of the CBS Radio Affiliates Assn. convention in New York Oct. 29-30, association President Charles C. Caley of WMBD Peoria, Ill., and CBS Radio President Arthur Hull Hayes are announcing today (Oct. 6).

Mr. Lodge has accepted an invitation to speak Oct. 29 at 1 p.m. at the luncheon at the Waldorf-Astoria's Starlight Roof. Dr. Frank Stanton, CBS Inc. president, will address the luncheon meeting Oct. 30.

Agenda for the two-day meeting was announced last week. Frank P. Fogarty of WOW Omaha, chairman of the convention committee, and affiliates chairman Caley predicted the meeting will be "one of the most important and interesting in the history of our association." It will be the association's fifth annual convention.

Mr. Hayes will greet the affiliates on opening day, and Sig Mickelson, vice president of CBS Inc. and general manager of CBS News, will address the first afternoon session. The opening day also will include presentations by Louis Hausman, CBS Radio vice president in charge of advertising and promotion; John Karol, vice president in charge of network sales, and Howard Barnes, network programs vice president.

The annual banquet will be held the night of Oct. 29 with the network presenting an all-star entertainment program, officials reported.

The second day will consist of a closed session for affiliates, with network officials expected to be invited to answer questions.

The affiliates association's board of directors will meet on the day preceeding the convention to name a chairman, vice chairman and three directors-at-large for 1958-59.

In addition to affiliates, some 40 CBS Inc. and CBS Radio executives will be on hand for the convention.

Quiz Winners Claim Honesty

The Special Grand Jury in New York investigating tv quiz shows *Dotto* and *Twenty-One* continued to hear witnesses last week. A number of past contestants were heard. Two of them who had been on *Twenty-One*—David Mayer, a psychologist and a $47,500 winner last November, and Robert Leicester, a school administrator and

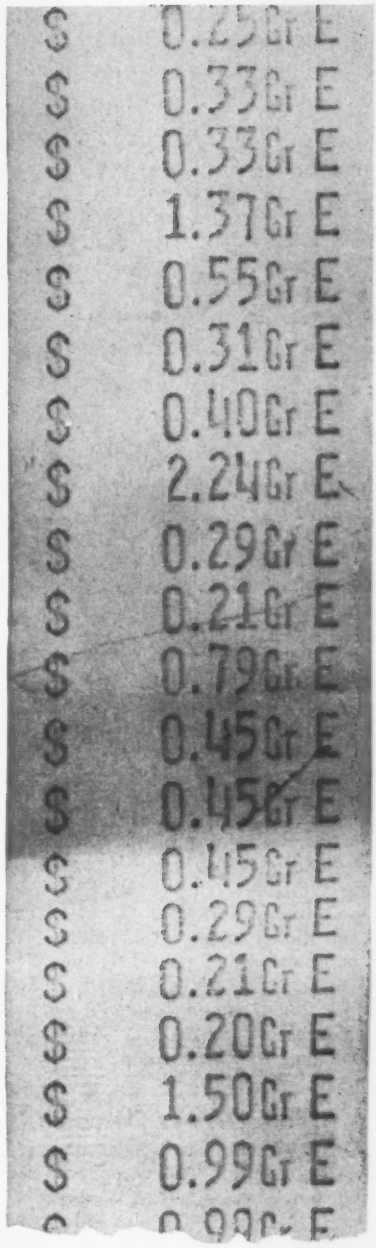
LINCOLN INCOME LIFE INSURANCE CO. BUYS MACKENZIE'S RAIDERS

On September 22nd we erred in the Mackenzie's Raiders ad that appeared in this magazine.

In reporting the Mackenzie's sponsors, a name other than that of the sponsor, **Lincoln Income Life**, appeared in the Oklahoma City and Louisville markets.

This is an error which we hasten to correct.

ZIV TELEVISION PROGRAMS, INC.



It's Simply a Matter of Sales!

Retail sales in metropolitan Fort Wayne totaled $281,916,000 in 1957. Retail sales in the area blanketed by WOWO, the 37th Radio Market, totaled over $2.5 billion, nine times as much!

If you're buying top radio markets, you must include . . .

WOWO 50,000 WATTS 37th U.S. Radio Market*
FORT WAYNE, IND. Represented by PGW
WBC WESTINGHOUSE BROADCASTING COMPANY, INC.
*Broadcasting, December 16, 1957

MUTUAL'S news and special events departments, through Hal Roach Studios, the network's parent, now have use of this new Convair plane. MBS President Alexander L. Guterma is pictured Sept. 27 alighting from the ship at Stewart A.F. Base, Newburgh, N. Y., when it transported Mutual's sportscasters and engineers to the Army vs. South Carolina football game. Name of ship, "Miss Bocaren," is derived from Mr. Guterma's children: Bobby (*Bo*), Carol (*car*) and Karen (*en*).

$48,500 winner in July—told newsmen they had no knowledge of alleged rigging.

Meanwhile, the tv quiz "Granddaddy," *The $64,000 Question*, scaled its ceiling on winnings back to its original $64,000 limit. At one time a winner could take away as much as $256,000.

RCA to Show Am-Tv Stereo

RCA has announced plans to stage a mass demonstration of stereophonic sound during a national simulcast of the *George Gobel Show* over NBC Radio and NBC-TV on Oct. 21 (8-9 p.m.). R. H. Coffin, RCA vice president, advertising, explained that sound from microphones on one side of the studio will be fed through the tv network audio system, while microphones on the other side will pick up the sound for the radio network. By placing an ordinary am radio approximately eight feet to the right of the tv set, the effect of stereophonic sound will be realized, he said.

NETWORK SHORTS

Keystone Broadcasting System has announced seven new affiliates for new total of 1,043 stations, according to Blanche Stein, station relations director. Newcomers are: KVON Napa, Calif.; WCLA Claxton and WTJH East Point (Atlanta), both Georgia; WANY Albany, KSRC Socorro, N. M.; KWRD Henderson, Tex., and KAYE Puyallup, Wash.

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO
THE *L.B. Wilson* STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

AWARDS

Peabody Awards Deadline Set

The U. of Georgia, administer of the George Foster Peabody annual radio-tv awards, last week reminded broadcasters of the Jan. 10, 1959, deadline for entries. Competition is in the seven categories: news, entertainment, education, children's shows, international understanding promotion, public service and writing. Winners will be announced at a Radio & Television Executives Society meeting in New York next April. Entries should be submitted to the Dean, Henry W. Grady School of Journalism, U. of Georgia, Athens.

BMI Plans Composer Awards

Broadcast Music Inc. will offer prizes totaling $9,250 to budding American and Canadian composers competing for student composer awards, BMI announced last week. The 1959 contest is the 7th annual composition race BMI has sponsored. With the 1958 awards—to be announced next June—the industry-supported music licensing organization will have granted an excess of $50,000 to develop new composing talent.

AWARD SHORTS

WNAR Norristown, Pa., honored by Gov. George M. Leader of Pennsylvania for its broadcast contribution to highway safety in state—continuous highway safety program. In making presentation to WNAR's Manager John M. Banzhoff, Gov. Leader cited safety record of Montgomery County in state which did not register single fatality over three major summer holidays.

Loyd Sigmon, v.p., KMPC Los Angeles, given Gold Mike Plaque by Southern California Broadcasters Assn. for his "exemplary leadership during two terms as chairman of the board of the SCBA."

Dinah Shore and husband **George Montgomery** have been named "Mr. and Mrs. American Citizen for 1958" by Los Angeles B'nai B'rith Lodge 487. NBC-TV singer and husband were chosen for "their consistent and energetic efforts in creating better understanding and tolerance among all peoples and in furthering American ideals."

Art Baker and his *Art Baker's Notebook*, KFI Los Angeles, given resolution by City Council of Los Angeles upon 20th anniversary of program. Council extended its congratulations for "outstanding community service" and wishes for continued performance of *Notebook*.

WFMT (FM) Chicago recipient of two awards—from Chicago chapter of Artists Equity Assn. for its *Fine Arts Guide* spotlighting artists' work and from Commerce and Industry Div. of Henry George School of Social Sciences, as "Company of the Month" for its "distinguished service."

Bob Emery, WBZ-TV Boston personality, m.c. of station's *Big Brother* children's program, awarded Citation of Merit by Na-

YOU MAY NEVER "NON-STOP" THE PACIFIC*—

BUT... You'll Make A Happy Landing In Kalamazoo-Battle Creek With WKZO Radio!

7-COUNTY PULSE REPORT

KALAMAZOO-BATTLE CREEK AREA — MARCH 1958

SHARE OF AUDIENCE — MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	32	22	10
12 NOON - 6 P.M.	29	22	10
6 P.M. - 12 MIDNIGHT	30	20	11

The WKZO Radio crew will navigate *sales* for you in Kalamazoo - Battle Creek every day and night, with an audience *43% larger* than that of the next station. The WKZO morning flight (6 a.m.-noon) averages as many passengers as the next *two* stations *combined*!

Make your reservations now — with Avery-Knodel — for a happy landing in Kalamazoo-Battle Creek and Greater Western Michigan.

**Marion "Pat" Boling did it from Manila to Pendleton, Ore. on August 1, 1958 — 6,979 miles!*

AM-TV-FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

WKZO

CBS RADIO FOR KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN

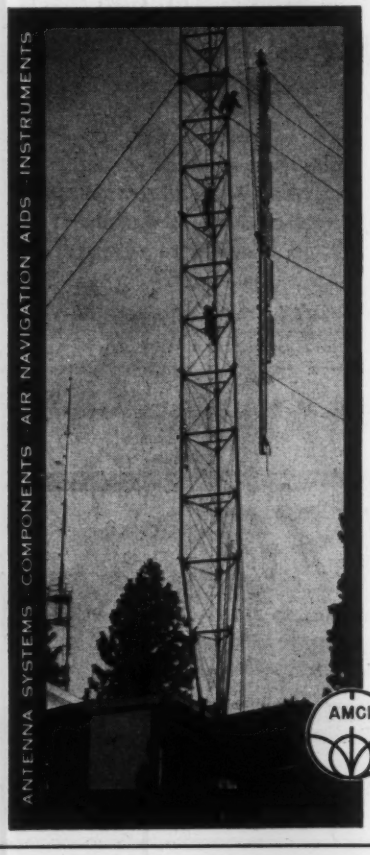
Avery-Knodel, Inc., Exclusive National Representatives

SOLID HIT!

Brand-new half-hour film series built around sport with more active participants than any other game played in America. Over 25,000,000 men, women and children bowlers whose game expenditures are over *ten times* gate receipts of major league baseball.

BOWLING QUEENS

ABC FILMS, INC. LAckawanna 4-5050
1501 BROADWAY, NEW YORK 36



AMCI...

- Omnidirectional TV Transmitting Antennas
- Directional TV Transmitting Antennas
- Tower-mounted TV Transmitting Antennas
- Standby TV Transmitting Antennas
- Diplexers
- Coaxial Switches

...have been proven in service.

Write for information and catalog.

ALFORD
Manufacturing Company
299 ATLANTIC AVE., BOSTON, MASS.

AWARDS CONTINUED

tional Police Officers Assn. of America for his work to combat juvenile delinquency.

McCall's Magazine announces nominations for candidates for 1958 "McCalls awards to women in radio and television" will be open until Oct. 31. Publication's "Golden Mike" awards are given to woman broadcasters and executives in following categories: service to community, service primarily to women and service primarily to youth. In addition, award is made to "outstanding woman in radio and television" of year.

George Lewin, chief, Pictorial Engineering Office, Army Pictorial Center, L. I., N. Y., picked by Society of Motion Picture & Television Engineers to receive Samuel L. Warner Memorial Award for outstanding contributions to sound for motion pictures and Journal Award for outstanding paper published in Society's Journal during preceding year. Mr. Lewin is second man to receive two awards in one year.

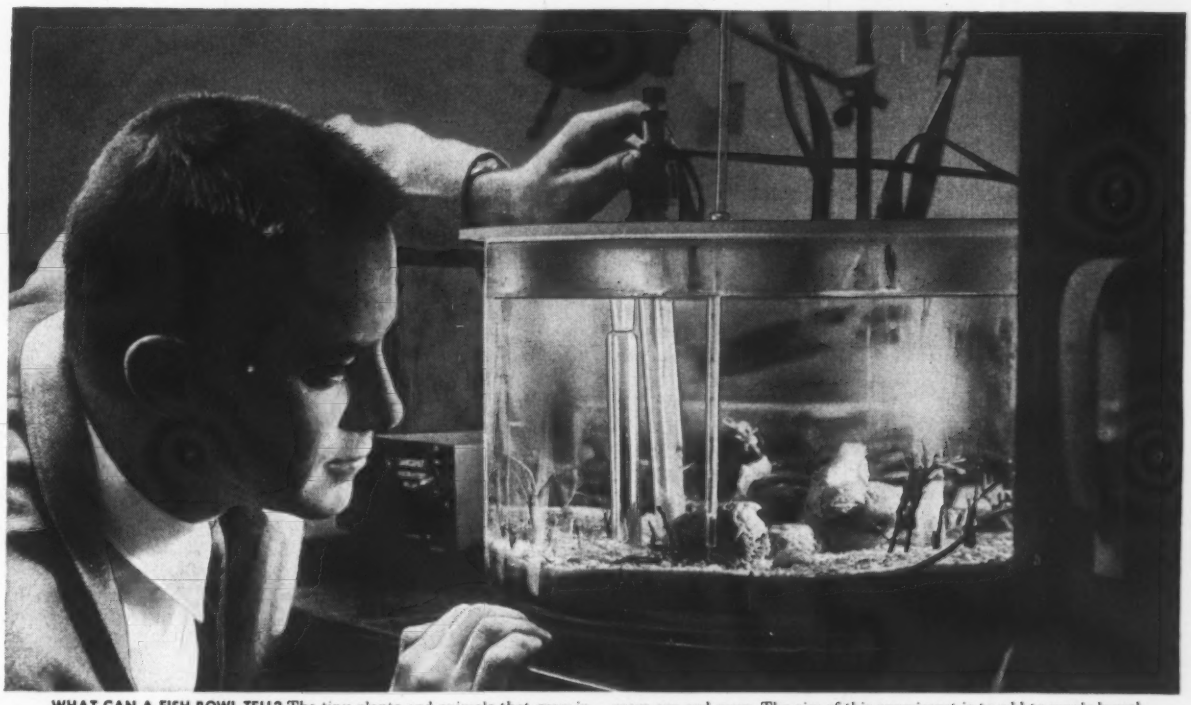
Los Angeles Sigalert System (partially developed by KMPC Los Angeles) was given Chevrolet "Safety Salute" at recent National Safety Council luncheon. Sigalert is broadcast alert system that has proved "invaluable" aid in informing public of disaster areas and in diverting traffic from congested spots.

Norman Knight, president of RKO Teleradio Pictures' Yankee Div., cited by Crevier-O'Shea (Comstock Foods) president Timothy O'Shea, with food firm's Comstock Merchandising Award. Citation was for "most outstanding promotion and merchandising of the pie filling on radio and tv in the entire country."

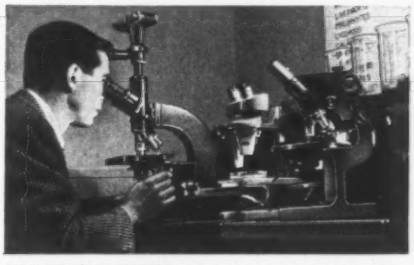
Charles Shaw, WCAU-TV Philadelphia news director, honored by Quaker City Lodge of B'nai B'rith for "consistently accurate and brilliant news reporting even in the face of grave personal danger" following his interview with General Raul Castro, brother of Cuban rebel leader Fidel Castro, and coverage of Cuban situation.

Voice of Democracy Contest announces that New Hampshire has been added to list of states in which broadcasters are sponsoring 1958-59 broadcast scripwriting contest. Voice of Democracy Contest is open to all 10th 11th and 12th grade students in all public, private and parochial schools throughout 49 states and District of Columbia. Awards include $1,500 college scholarship for top winner and free trip to Washington, D. C., for winner in each state. National sponsors are National Assn. of Broadcasters and Electronic Industries Assn. Veterans of Foreign Wars are cooperating in conducting contest.

WWL-TV New Orleans, La., has received citation from National Alliance of Television Service Assns. in "recognition of outstanding service and cooperation with local servicemen." Individual citations from NATSA were presented to Francis Jacob, chief of audio, Daniel F. Hynes, chief of video and Joseph E. Gros, chief of tv transmitter.



WHAT CAN A FISH BOWL TELL? The tiny plants and animals that grow in this "fish bowl" will be similar to those that grew in oceans fifty million years ago and more. The aim of this experiment is to add to man's knowledge of where to look for oil deposits. Pictured is Dr. F. G. Stehli.



HAY FEVER SUFFERERS may be interested to know that pollen is helpful—in the search for oil, that is. Here Dr. A. T. Cross studies traces of pollen in rock millions of years old to interpret underground formations. A comparatively new science, this study of ancient pollen opens previously explored areas to new examination.

THE SEARCH FOR OIL goes on in some of the most inaccessible regions in the world. And expensive, specially-built equipment like this "swamp buggy" is needed to overcome the obstacles of nature and to find more new oil every year than is taken out of the ground.

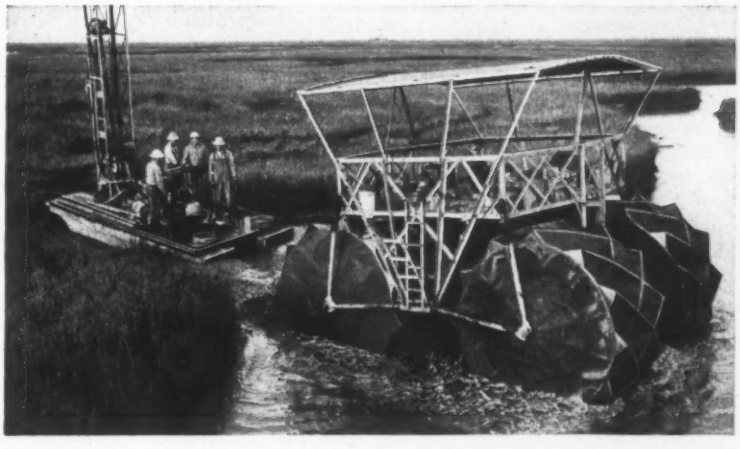
Time turned back 50 million years; Scientists seek new clues to oil!

Tiny marine plants and animals, very like those living when dinosaurs roamed the earth, are being grown today in a research laboratory.

In glass containers similar to fish bowls, scientists of Pan American Petroleum Corporation, a Standard Oil affiliate, have transplanted sand and sea water from an ocean shore line. Then, by controlling temperature, pressure and salt content, they have simulated the environment of plants and animals that grew 50 to 300 million years ago.

The chemical composition of the microscopic life that grows in the laboratory will offer more positive clues to the type of environment of ancient fossils; that is, whether the tiny animals lived and died in deep, shallow, or protected water.

This knowledge will help scientists to map ancient seas with greater accuracy, to pinpoint the location of prehistoric shore lines and barrier reefs where conditions were ideal for oil to form. Such knowledge will improve our ability to find oil in sufficient quantities to meet today's steadily increasing needs.



This is another example of the way research works at Standard and its affiliates to discover quicker, surer methods of finding oil, to keep the supply up and the price down.

As the result of such trail-blazing research work as the fish bowl project, America's proved underground reserves have grown larger, prices have remained reasonable, and America has been assured of an adequate supply to keep its defenses strong.

What makes a company a good citizen? One measure is a company's concern for the welfare of future generations. In our business, a "let-tomorrow-take-care-of-itself" attitude would be disastrous. Through research, we at Standard are working to make life more comfortable and secure for all—today and for the future.

STANDARD OIL COMPANY
(INDIANA)

STANDARD

THE SIGN OF PROGRESS...
THROUGH RESEARCH

CBC Board Holds First Meeting Under Newly-Established Limits

First meeting of the board of governors of the Canadian Broadcasting Corp. since legislation was passed recently establishing an independent Canadian broadcasting authority, is to be held Oct. 9 at Ottawa. The CBC board, which no longer has power to recommend new station licenses under the new legislation, will not hear any applications for new stations, but only for share transfers and power boost requests of existing radio and television stations.

Nine radio stations are requesting power boosts as follows:

CFAC Calgary, Alta., from 5 kw on 960 kc to 10 kw; CFJC Kamloops, B.C., from 1 kw to 10 kw day and 1 kw night on 910 kc; CJON St. John's, Nfld., from 5 kw on 930 kc to 10 kw; CHNS Halifax, N.S., from 5 kw to 10 kw on 960 kc; CFJR Brockville, Ont., from 250 to 1 kw day and 250 night on 1450 kc; CFPA Port Arthur, Ont., 250 w to 1 kw day and 250 w night on 1230 kc; CJRH Richmond Hill, Ont., to full-time operation from its present 500 w daytime on 1300 kc, with change to 1310 kc and power 1 kw day and 250 w night; CKRM Regina, Sask., from 5 kw on 980 kc to 10 kw day and 5 kw night; CKOM Saskatoon, Sask., from 5 kw to 10 kw on 1420 kc.

In addition, CKNX-TV Wingham, Ont., wants to increase from 20 kw video and 12 kw audio on ch. 8, to 90 kw video and 55 kw audio, with a directional antenna 793 feet above average terrain, and CJBR-TV Rimouski, Que., wants to up its power from 34 kw video and 19.4 kw audio on ch. 3 to 49.3 kw video and 28 kw audio, with a directional antenna 986 feet above average terrain.

CFRA-FM Ottawa, Ont., is applying for authority to operate a separate program service from CFRA Ottawa.

TAKE A GOOD LOOK AT THE GOOD LOOK STATION

WGAN-TV

CHANNEL 13

The Press Herald - Evening Express Station

NOW — your exclusive CBS Television Network affiliate in the BIG Portland, Maine, Market.

Represented by Avery-Knodel, Inc.

Rank Expected to Turnabout, Set Up Video Film Subsidiary

The (J. Arthur) Rank Organisation of Pinewood Studios (London, England)—which only few months ago insisted it would cut off theatrical films from tv—apparently has changed its mind. Reports from Great Britain (confirmed by Rank's U. S. representatives) have it that the studio is close to setting up tv film subsidiary. It's already partially in video field—owning one-third of Southern Television Ltd. (program producer and commercial station operator), Isle of Wight, along with Associated News Ltd. and Amalgamated Press Ltd.—as well as manufacturing interests (Rank Cintel Ltd. and Bush Radio Ltd.)

What made Rank change its mind? Nobody's talking but its annual report (issued in London a fortnight ago) speaks for itself. One page statistical breakdown with figures provided by theatre owners and the Post Office shows theatre attendance to have slipped from 1.1 billion tickets (in 4,709 theatres) in 1948 to 915 million tickets (4,194 theatres) last year. Conversely, tv set licenses have shot up to 7.5 million, of which 5 million were for sets equipped to carry Independent Television Authority's commercial telecasts. Rank tells its shareholders that at present rate of decline, theatre attendance should dip further to 700 million tickets by end of 1958.

Central Canada Broadcasters To Analyze Research Problems

Research will feature business sessions of the annual meeting of the Central Canada Broadcasters' Assn. at the Alpine Inn, Ste. Marguerite, Que., today and tomorrow (Oct. 6 and 7). Research methods have come under considerable criticism in Canada in the past year, and the largest regional association of independent stations hopes to be able to formulate standards as a result of this convention. These standards will then be brought before the annual meeting of the Canadian Assn. of Broadcasters next spring.

In addition to research, the CCBA expects to have leading U.S. broadcasters on hand for a discussion on practical operating and sales problems. Canadian Transport Minister George Hees is to be keynote speaker.

Coaxial Link In Next Decade Seen For British Commonwealth

A coaxial cable connecting the member nations of the British Commonwealth is to be built over the next 10 years, it was announced Sept. 24 at the Commonwealth Trade Conference held at Montreal, Que. The coaxial cable will be about 33,000 miles long and cost about $235 million, with bulk of it to be paid for by the United Kingdom government. Canada will undertake to pay about one-quarter of the cost.

The Commonwealth coaxial cable will permit a worldwide live network of television programs throughout the Commonwealth. It is being planned because of the success of the trans-Atlantic coaxial telephone cable now in use, which has proven more successful than expected. The worldwide coaxial cable is to be financed over a 20-year period.

COLORCASTS FOR WHOM?

Although Russia has indicated it will start colorcasting next year [INTERNATIONAL, Sept. 29], one U. S. broadcaster traveling in Europe notes that monochrome has not yet made very great inroads in the U.S.S.R.

John H. DeWitt Jr., president, WSM-AM-TV Nashville, who has returned from a tour of Czechoslovakia, Switzerland, Germany, Austria, France and Russia, observes that there were no tv sets in the Hotel Ucrina (Moscow's "newest and best") where he stayed. Had he discovered a tv receiver in the Soviet capital, Mr. DeWitt says, it would have to have been between 7-11 p.m. as "that's the extent of their schedule—and no competition, of course."

INTERNATIONAL SHORTS

Fremantle of Canada Ltd. has placed California National Production's series *The Life of Riley* in 11 more markets; *Medic* in additional nine, and *It's a Great Life* in eight more. Canadian Broadcasting Corp. for its tv network also purchased three CNP properties: *Gumby, The Adventures of Hiram Holiday* and *Panic!* Fremantle is CNP's distributor in Canada.

CKSO-TV Sudbury, Ont., plans to start 19 hours of telecasting daily early in October, first Canadian station to do so. Schedules are to start at 7 a.m. Previously station began broadcasting day at 12:30 p.m., operating to 1 a.m. Manager Wilf Woodill reports that films and kinescopes will be used during morning hours with live news, weather and sportcasts every hour. Telecasting will be in both French and English languages.

Bureau of Broadcast Measurement, Toronto, Ont., will hold fall survey for all radio and television stations in Canada Nov. 3-9. BBM has asked stations to "act in good faith" and not to put on unusual listener appeals during that week to affect survey accuracy.

Grey Adv. Co., N. Y., will open offices at Montreal, Que., before end of year to service Canadian Industries Ltd., Montreal (Terylene textile), account which it has recently obtained.

CJMS Montreal, Que., appoints Stephens-Towndrow as Toronto representative.

To sell Indiana, you need both the 2nd and 3rd ranking markets.

NOW ONE BUY

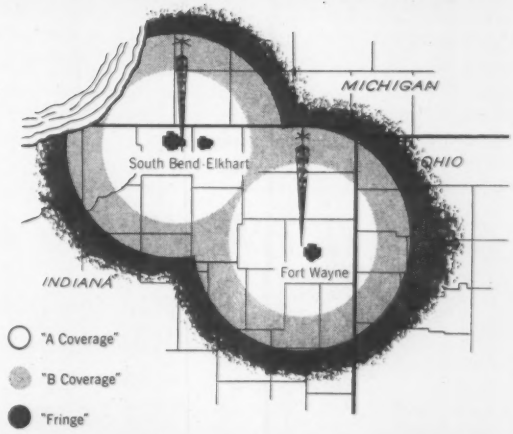
delivers both—

AT A 10% SAVINGS!

YOU NEED TWO TO RAKE UP in Indiana!

In this area of tree-lined streets, where Saturday's child sports blue jeans, alert advertisers cover *two* major markets —Fort Wayne and South Bend - Elkhart—with *one* combination buy which saves 10%. The coverage they get is *inside* coverage—locally loyal—vocally and visually superior. Take a tight close-up on this scene: 340,000 TV homes put it ahead of the 43rd market.* 1,688,000 people make it bigger than all Colorado or Nebraska. Nearly $3 Billion E.B.I.—and it's yours with just *one* buy!

**Sources: Television Age, May 19, 1958; Sales Management Survey of Buying Power, May 1958.*



call your **H-R** man now!

wsjv 28 ABC SOUTH BEND ELKHART

wkjg 33 NBC FORT WAYNE

THE IMPACT OF EDITORIALIZING

- **It can build station's audience, new study shows**
- **Done well, it won't antagonize public or officials**

Editorializing pays.

The impact of opinion broadcasts is strong, bringing important results to stations, according to a 12-month survey conducted by the U. of Miami Radio-Tv-Film Dept.

Editorials arouse public opinion, influence officials and increase the size of the news audience, the university found.

The research project produced these significant conclusions:

• WTVJ (TV) Miami has disproved fears of displeasing the public, sponsors and public officials. These fears have deterred many broadcasters from editorializing.

• The interpretation of news is inspirational to the public and lends impetus for more curiosity about events. It provides the broadcaster with a vital new dimension of coverage.

• Editorializing enables the news operation, when backed by a solid staff and an accepted newscaster, to command the majority of news tuning for its area.

• Middle commercials are irritating.

The study was supervised by Sydney W. Head, chairman of the U. of Miami Radio-Tv-Film Dept. Over 40 trained student researchers interviewed 400 persons in an effort to learn the significance and effect of tv editorials on the life and thought of the community. The project was undertaken by Alvin Snyder, television news editor of the U. of Miami Radio-Tv-Film Dept., with the aid of a fellowship grant from the Kaltenborn Foundation.

Those interviewed were stratified by age, sex, education and income. The formula included content analysis of a sample of tv newscasts; structured interviews with news officials from each of the three tv stations under analysis, and observation of news operations.

WTVJ started editorializing Sept. 2, 1957. Ralph Renick, news director who later was promoted to vice president, includes the editorials in the last two or three minutes of his nightly state and local newscast.

The survey makes this observation about the impact of the editorials on tune-in: "Since initiation of the editorial the program rating, according to American Research Bureau, has doubled, giving it one of the highest ratings of any program, network or local, in town and indicating public acceptance of news with opinion." As vice president, Mr. Renick is regarded as the voice of management as well as the public voice of the station, the survey explains. He joined the station when it took the air in 1949. He writes all editorials himself.

Asked their reasons for watching the Renick program, the respondents gave these: Good newscaster, good voice, 25%; habit, 19%; editorial, 14%; more complete program, good coverage, 13%; precedes or follows popular program, 10%; convenient time, 9%; good film coverage, 4%; other, 2%; don't know, 4%.

The survey analysis showed the Renick program "has more definite appeal as respondents tune in less frequently for convenience or as a lark, which leads to a hypothesis that the editorial may perhaps lend more impetus for viewing than the respondent outwardly indicates." Only 3% of respondents voiced disfavor with the WTVJ editorials. The study adds, however, that there "is less criticism leveled at this newscast than at any other in town."

Besides arousing public opinion, according to the survey, the editorials have made local officials cognizant of popular public thought "and on numerous occasions these officials have made readjustments." Specific cases are cited.

RAISING TUNE-IN

Editorializing was cited as one of major reasons why people watch the WTVJ (TV) news show which carries editorials. All respondents in the Miami survey were asked which tv news show they preferred. The 227 who said they preferred the WTVJ program were asked why they made that choice. Here are the principal reasons given and the percentage of respondents giving each:

Good newscaster, good voice	25%
Habit	19
EDITORIAL	14
More complete coverage	13
Precedes or follows popular show	10
Convenient time	9
Good film coverage	4
Other	2
Don't know	4
Total	100%

The Ideal News Show

The survey offers "a profile of an hypothetically successful tv news operation." First of all, this operation would emphasize local news and give more complete news coverage. Some survey respondents contended trivial local news such as criminal offenses and accidents are unduly emphasized, adding they believe there is more important news.

"Quick" items were found to leave little impression and belief was voiced that stations should cut back on lesser news, programming in "more meaningful perspective" by covering fewer items in more depth. Brief items are not understandable on tv, it was explained.

Film should be used, according to the survey results, but with good judgment "so as not to sacrifice the news value of the item just for the sake of having something visual."

Frequent and middle commercials were described as "sources of irritation for respondents." A significant drop in recall was found for news items directly following middle commercials, leading to the conclusion that commercials should be presented at the start of the program and at the conclusion. This policy, it was felt, leads to greater acceptance of sponsor and more effective communication of information.

Respondents' comments indicated a loss of prestige for the newscaster who reads his own commercials. Programs having long-term personalities showed higher ratings regardless of the length of time the station has been on the air. Respondents indicated they built up a faith in long-term personalities and refer to them more frequently as "authoritative."

ASCAP Member Sues WLDB

Leroy and Dorothy Bremmer, owners of WLDB Atlantic City, have been sued by a music publishing firm on copyright infringement charges, the American Society of Composers, Authors & Publishers announced last week. ASCAP said DeSylva, Brown & Henderson, an ASCAP member, charged the station played four of its songs without authorization and asked the U. S. District Court for New Jersey for a restraining order and damages of at least $250 for each unauthorized performance, plus court costs and attorneys' fees.

THIS IS THE JINGLE MILL RECORD

$38 PER JINGLE ON CONTRACT

COMPLETELY CUSTOM MADE

Price applies to the United States Only

OVER 400 STATIONS SOLD
98% OF STATIONS HAVE REORDERED
OVER 7,000 JINGLES ORDERED AND WRITTEN

PUT THIS RECORD TO WORK FOR YOU

Completely custom made jingles for commercial accounts and station breaks — no open ends and no inserts.

JINGLE MILL
201 West 49th St., New York City

Latest styles arrive early... on low cost Air Express

CHECK YOUR AIR EXPRESS SAVINGS
over any other complete air service

CITY TO CITY...DOOR TO DOOR (for a 25 lb. package)	AIR EXPRESS Miles	Cost	YOU SAVE
OKLA. CITY to MINNEAPOLIS	714	$7.25	$1.25 to $6.89
NEW YORK to CEDAR RAPIDS	929	8.85	1.05 to 9.21
CHICAGO to SANTA FE	1123	10.45	1.30 to 10.54
L. A. to CORPUS CHRISTI	1347	12.85	2.55 to 11.39

Apply these typical examples to your shipping problems

To make a big splash in the market, manufacturers rush their swim suits to stores in hours—with Air Express. Save time and dollars, too! . . . Air Express, symbolized by the big "X," offers *you* the same high speed and low cost. Plus exclusive one carrier door-to-door delivery to thousands of U. S. cities and towns. Prove it with a 'phone call.

AIR EXPRESS

GETS THERE FIRST *via* **U. S. SCHEDULED AIRLINES**

CALL AIR EXPRESS ... division of **RAILWAY EXPRESS AGENCY**

DATELINES

Newsworthy News Coverage by Radio and Tv

CLEVELAND—Repeated police reports about a killing in downtown Cleveland aired by KYW-AM-TV there were attributed by the local homicide squad chief as being responsible for a man confessing to the shooting. The killing occurred at an intersection following a heated exchange between the occupants of two cars. For three days after the shooting the KYW stations broadcast the latest police reports on every newscast. After that time 19-year-old Alvanus Clark turned himself in to David Kerr, homicide chief. In an exclusive KYW-AM-TV interview Mr. Kerr revealed that the repeated reports convinced the confessed killer it was no use hiding any longer, according to the stations.

PHOENIX—KPHO in Arizona's capital reports its news wagon No. 4 was used by the military when communications in the area broke down due to a plane crash. An L-20 aircraft, taking off from nearby Papago Park airfield, struck a power pole and crashed with the loss of four lives. Johnny Green, KPHO's news director aired on-the-scene reports from the newscruiser and allowed military personnel to utilize the unit for their communications.

HURRICANE AREA—Stations in the path of hurricanes last week again proved of inestimable help to officials and public. Many outlets stayed on-air extra hours and sent staffers into danger areas to cover weather conditions.

Among the stations reporting their public services to BROADCASTING: WBTW (TV) Florence, S. C.; WNCT (TV) Greenville, WWOK and WBTV (TV) Charlotte, all North Carolina.

FORMOSA—John Raleigh, newscruiser operations head, WFIL Philadelphia, is in Formosa to report on the crisis there for Triangle Stations WNBF-AM-FM-TV Binghamton, N. Y.; WNHC-AM-FM-TV New Haven, Conn.; WLBR-TV Lebanon, WFBG-AM-TV Altoona, and WFIL-AM-FM-TV, all Pennsylvania. His assignment is part of Triangle's expanded news coverage policy.

ALBUQUERQUE • ATLANTA • BALTIMORE
BANGOR • BAY CITY • BIRMINGHAM • BIS
MARCK • BOSTON • BRISTOL • BUFFALO
CEDAR RAPIDS • CHATTANOOGA • CHEYENNE
CHICAGO • CHICO • CINCINNATI • COLO
RADO SPRINGS • COLUMBUS (Ga.) • COLUM
BUS (Ohio) • CORPUS CHRISTI • CLEVELAND
DALLAS • DAYTON • DAYTONA BEACH • DES
MOINES • ELKHART • EL PASO • ERIE
FORT MEYERS • FORT WAYNE • FRESNO
GRAND JUNCTION • GREEN BAY • HARLIN
GEN • HARTFORD • HOUSTON • INDIANAP
OLIS • JACKSONVILLE • JOHNSTOWN • KA
NSAS CITY • KNOXVILLE • LANSING • LOS
ANGELES • MEMPHIS • MIAMI • MINOT •
MONROE • NASHVILLE • NEW ORLEANS
NEW YORK • OMAHA • ORLANDO • OTTUM
WA • PEORIA • PETERSBURG • PHILADEL
PHIA • PHOENIX • PITTSBURGH • PORTS
MOUTH • PORTLAND (Me.) • PRESQUE ISLE
PROVIDENCE • PUEBLO • QUINCY • RAPID
CITY • ROANOKE • ST. JOSEPH • ST. LOUIS
ST. PETERSBURG • SALT LAKE CITY • SAN
ANTONIO • SCHENECTADY • SCRANTON
SIOUX FALLS • SPRINGFIELD (Mo.) • TAMPA
TEXARKANA • TWIN FALLS • VALLEY CITY
WASHINGTON, D.C. • WEST PALM BEACH
WHEELING • WICHITA • WILKES-BARRE
WILMINGTON

TPT LSN

81% of all U.S. TV Homes are now covered by this new approach to SPOT television

Meredith's Annual Statement Shows Broadcast Income Gains

Revenues of the broadcast properties of Meredith Publishing Co. totaled $10,514,762 for the fiscal year ended June 30, 1958 compared with $9,971,125 for the previous year, according to the company's annual statement. Total Meredith earnings were $49,720,636 in 1958 fiscal, a drop from the $53,071,711 a year ago. Broadcast revenues comprise 21% of the 1958 total.

The statement points out that broadcast income has been gaining steadily since the company entered the field in 1948. KRMG Tulsa, Okla., was purchased in December 1957 and Muzak was acquired for KCMO Kansas City. Other Meredith properties include WHEN-AM-TV Syracuse, N. Y.; WOW-AM-TV Omaha, Neb.; KPHO-AM-TV Phoenix, Ariz.; KCMO-TV Kansas City.

KWWL-TV Asks for Two-Way ID

Two Iowa tv stations, each covering the other's assigned city, have asked for dual-market identification.

KWWL-TV Waterloo asked FCC permission to identify itself as both a Cedar Rapids and Waterloo station. WMT-TV Cedar Rapids asked the Commission to allow it to identify itself as both a Waterloo and Cedar Rapids station.

WBPD Sets Nov. 3 as Target

Orangeburg, S. C., gets a third commercial am outlet when WBPD commences operations Nov. 3. Co-owners Clarence Jones and Gus Browning are general manager and technical director, respectively, WBPD also announced last week. The new daytimer, located at 144 Broughton S. W., is on 1580 kc with 1 kw.

Translator for Spencer, Iowa

A translator system for Spencer, Iowa, to rebroadcast the signals of Sioux City, Iowa, and Sioux Falls, S.D., is being planned by a local, non-profit corporation in Spencer, K&M Electronics Co. of Minneapolis has announced. The firm has signed a contract for Adler translator equipment to give three channel service to Spencer and Spirit Lake, Iowa.

DISCUSSING progress on a new tower for WIS-TV Columbia, S.C., are tower designer Furman L. Anderson Jr., (l) structural engineer of Kline Iron and Steel, Columbia, and Charles A. Batson, WIS-TV vice president and general manager. The 1,526-ft. tower will be the tallest man made structure in eastern America, it is claimed, and will increase station coverage from 29 counties to 57.

WCBS-TV Announces Appointments To Metropolitan Sales Staff

Appointments to the newly-established sales staff of WCBS-TV New York (which until now used the services of CBS Television Spot Sales in the metropolitan area) were announced Thursday (Oct. 2) by sales manager Norman Walt. Representing WCBS-TV in New York on a local, regional and national basis:

Robert G. Baal, formerly sales service account executive at CBS-TV; Alfred Digiovanni, returning to CBS after three years absence—during which time he served at NBC sales development, WABD (TV) and WPIX (TV), both New York; Robert A. Innes, former Benton & Bowles timebuyer, and Tom Judge, another CBS returnee, having for the past 18 months been part owner and vice president of Closed Circuit Telecasting System Inc. and Westinghouse Broadcasting Co. national tv sales manager.

Also: Edward R. Kenefick, most recently

HOT COPY

WDXB Chattanooga decided to make the best of a "hot" situation by conducting a "fire sale." When an electrical fire in the studio offices temporarily disrupted the sales, copy and traffic departments of the station on Sept. 19, Steve French, station manager, offered advertisers 25% off rate card cost, provided that clients wrote their own copy and made delivery to the outlet. The offer was made for four days only.

Success assured . . . with *Ansco*

It's an awfully good feeling to inspect your footage and see clean, rich reds, fully saturated yellows and rich blues in every frame. And, as most smart cine men know, the new Ansco emulsions provide this ultimate in color quality.

Take Anscochrome Professional Camera Film Type 242 for example. Here is a film that is specifically designed to produce low contrast master reels of superb quality. Relatively fine grain and beautifully soft in rendition, Type 242 can be easily intercut with the exciting new Super Anscochrome emulsions.

Use Anscochrome Professional Camera Film Type 242 for all productions where the finest in versatility is needed. Use Super Anscochrome in available light situations (daylight or tungsten) where speeds of 100 are desirable.

YOUR SUCCESS WILL BE ASSURED.
Ansco, Binghamton, N. Y. A Division of General Aniline & Film Corporation.

Ansco

Professional Motion Picture

COMMERCIAL, THEN A SHOT

A witness in a Des Moines homicide trial cited a commercial aired over KRNT-TV there as the basis for judging the time of the murder. The victim's neighbor testified that one of KRNT-TV's shows had just reached "the first commercial," when he heard a noise that "sounded like a shot."

a salesman at NBC; John McCrory, most recently assistant to the CBS-TV Spot Sales promotion director; James Osborn, salesman at CBS-owned WXIX (TV) Milwaukee, and Stan Schloeder, most recently with WABD (TV) New York as a salesman.

Other WCBS-TV sales appointments: Walter Stein, assistant research manager at CBS-TV Spot Sales, to WCBS-TV research and sales promotion director; William A. Morris, Procter & Gamble timebuyer at Compton Adv., to sales promotion manager, and Marion Hampden, sales service manager at CBS-TV Spot Sales, to commercial traffic manager.

KGMB Honolulu Stations Included In Giant $8 Million Hawaiian Deal

A syndicate of Oklahoma City oilmen and financiers have arranged to buy Consolidated Amusement Corp., 75% owner of Hawaiian Broadcasting System Ltd., for in excess of $8 million, it was announced last week. This is considered the largest, single corporate transaction in the history of Hawaii.

Consolidated Amusement Corp. owns 18 movie houses in Hawaii and large tracts of real estate in addition to its broadcast holding. Hawaiian Broadcasting System Ltd. is the licensee of KGMB-AM-TV and its satellites, KHBC-AM-TV Hilo and KMAU (TV) Wailuku. The other 25% of Hawaiian Broadcasting is owned by the *Honolulu Star-Bulletin*.

The Oklahoma City group, under the name of Hialand Development Corp., comprises Arthur L. Wood, a certified public accountant, president; Felix Simmons, Ardmore, Okla., banker; Kenneth E. McAfee, attorney; A. C. Martin, oil; John W. Nichols, oil; Eugene Jordon and Robert B. Bowers, transportation and oil; Thomas Walsh, Shawnee, Okla., banker; Lloyd W., C. Dale and Claire M. Miller, McPherson, Kan., construction company owners.

The transaction must be approved by 75% of the present stockholders of Consolidated Amusement Corp. It is hoped that this can be accomplished by Nov. 1, it was reported, after which application will be made to the FCC for approval to the transfer of control of the radio-tv stations. It is hoped the new owners can take over by Jan. 1, it was stated.

Mr. McAfee said that no change in the management or the personnel of the broadcast stations is contemplated. J. Howard Worrall is president-general manager of Hawaiian Broadcasting System Ltd. and vice president-director and largest single stockholder (3.5%) of Consolidated Amusement.

WLS Chicago Ownership To Remain Unchanged

Some trade reports to the contrary, American Broadcasting-Paramount Theatres Inc. has no option to purchase *Prairie Farmer's* interest in WLS Chicago and the station is not being "dressed up" as a prelude to being sold, Glenn Snyder, station manager, emphasized last week.

Mr. Snyder expressed his views in a letter to Chicago editors, protesting trade paper stories he claimed are "entirely contrary to fact."

Said Mr. Snyder: "Let me say definitely that [AB-PT] who is our fellow stockholder in WLS, has not now, nor have they ever had, any option to buy *Prairie Farmer's* interest in WLS. There is the customary agreement that if either party desires to dispose of their interest, the other is given first refusal. As an officer of the corporate licensee of WLS for some 25 years, I can say most specifically that no such desire has been expressed on the part of either of the parties concerned." AB-PT and WLS Inc. each own 10,000 shares of common stock in the station.

LONG & SHORT OF IT

Installation of KHJ-TV Los Angeles' Ampex videotape recorder means more work for the station but less for one of its sponsors.

A local automobile dealer, Yeakel Bros., is putting its $350,000 annual broadcast advertising budget into KHJ-TV's VTR as the brothers, who always present their own commercials, find they can tape a week's supply of spots in one day at the studio. KHJ-TV has scheduled a total of 29 extra air hours weekly to air its backlog of movies in which the taped commercials are played back.

STATION SHORTS

KTBC Austin, Tex., has begun 24-hour programming.

KPIX (TV) San Francisco has announced gift of $4,000 to KQED (TV) San Francisco to help buy necessary equipment to increase power of educational station. KPIX, Westinghouse television station, was first donor.

KTWO-TV Casper, Wyo., has doubled tv schedule by starting programming at 7 a.m. New rate card establishing class C time became effective with new hours.

WDEV Waterbury, Vt., has increased daytime power from 1 kw to 5 kw.

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVAL

ANNOUNCED *The following sales of station interests were announced last week. All are subject to FCC approval.*

KGMB-AM-TV HONOLULU, T. H. • Sold to Hialand Development Corp. of Oklahoma City, Okla., by Consolidated Amusement Co. as part of a more than $8 million package deal, including theatres, real estate and other broadcast properties (see story, at left). KGMB-TV is on ch. 9 and is affiliated with CBS. KGMB is on 590 kc with 5 kw and is also a CBS affiliate.

KWIP MERCED, CALIF. • Sold to a group headed by Maxwell Hurst, formerly comptroller of WATV Newark, N. J., by Joseph Gamble Stations Inc. for $141,500. The sale was handled by Allen Kander & Co. KWIP is on 1580 kc with 500 w, day.

WPAX MONTGOMERY, ALA. • Sold to Ralph M. Algood and Grover Wise, who also own WDNG Anniston, Ala., by Thomas A. Martin and Walter Knabe for $125,000. The sale was handled by Blackburn & Co. WPAX is on 1600 kc with 1 kw and is affiliated with ABC and MBS.

WSKI MONTPELIER, VT. • Sold to Daniel Ruggles III, commercial manager of WCCM Lawrence, Mass., by a group headed by E. E. Erdman for $105,000. The sale was handled by Allen Kander & Co. WSKI is on 1240 kc with 250 w and is affiliated with ABC.

KPLT PARIS, TEX. • Sold to Ron C. Litteral, who also owns KGKB Tyler, Tex., by Boyd Kelly and Lewis O. Seibert, for approximately $83,000. Blackburn & Co.

ALLIED always has the BROADCAST TUBES you need

IMMEDIATE DELIVERY ON
RCA 7034

ALLIED is the world's largest supplier of power and special-purpose tubes for broadcast station use. Look to us for immediate, expert shipment from the world's largest stocks of electronic supplies.

See your ALLIED 452-page 1959 Buying Guide for station equipment and supplies. Get what you want when you want it. Catalog copies are available on request.

ALLIED RADIO
100 N. Western Ave., Chicago 80, Ill.
Phone: HAymarket 1-6800

NOTICE TO EDITORS—For more than 30 years, Metropolitan Life has sponsored advertising messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

Why do diabetic doctors live longer than other diabetics?

Anyone who develops diabetes can take hope from the personal experiences of doctors who have the disease. They have proved that by strict adherence to treatment, they can live almost as long and as actively with the disease as without it.

When mild diabetes is discovered early, it can often be controlled by diet alone, or by diet and exercise. In other cases, a combination of insulin, diet and exercise may be required.

New compounds, taken by mouth, appear to be beneficial in selected cases, usually those who have mild diabetes which developed after age 40. Their use, however, requires strict medical supervision . . . and their true place in diabetes treatment awaits further study.

Anyone at any age can develop diabetes, but your chances of doing so are increased . . . *if you are overweight; if diabetes has occurred in your family; if you are between the ages of 40 and 65.*

Today, about one million people in our country have diabetes and are getting treatment. Another million Americans have the disease, but are completely unaware of it. This is because diabetes, early in its course, causes no noticeable symptoms, and may not until it is well advanced.

So, everyone should have periodic health examinations, including simple tests for diabetes. And no one should delay seeing the doctor if any of the following common symptoms of diabetes should occur . . . *weight loss despite constant hunger and excessive eating, increased fatigue during normal activities, excessive thirst and frequent urination.*

If diabetes is found, the usual reward for obedience to the doctor's orders is added years of comfort and of life. Doctors know this . . . and that is why those of them who have diabetes live longer than other diabetics.

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Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

1 MADISON AVENUE, NEW YORK 10, N. Y.

handled sale. KPLT: 1490 kc with 250 w.

WRNB NEW BERN, N. C. • Sold to William W. Jefferay, formerly vice president and general manager of KXLW St. Louis, by WBOF-TV Inc. for $80,000. The sale was handled by Paul H. Chapman Co. and Howard S. Frazier Inc. WRNB is on 1490 kc with 250 w.

APPROVED *The following transfers of station interests were approved by the FCC last week. For other broadcast actions, see* FOR THE RECORD, *page 108.*

WRRR ROCKFORD, ILL. • Sold to Radio Rockford Inc. by Rock River Broadcasting Co. for $246,000 plus payment of $80,200 over a five-year period to certain stockholders of assignor as consultants. Radio Rockford is owned by the *Kankakee Daily Journal*, licensee of WKAN Kankakee, Ill. WRRR is on 1330 kc with 1 kw, day, directional antenna.

WBRK PITTSFIELD, MASS. • Sold to Kingston Broadcasting Corp., WKNE Corp., Robert T. Colwell, W. A. H. Birnie and Luette S. and Joseph K. Close by Leon Podolsky and others for $500 and $214,500 in loans. New owners have interests in WKNE-AM-TV Keene, N. H., WKTV Brattleboro, Vt., and WKNY-AM-TV Kingston, N. Y. WBRK is on 1340 kc with 250 w and is affiliated with MBS.

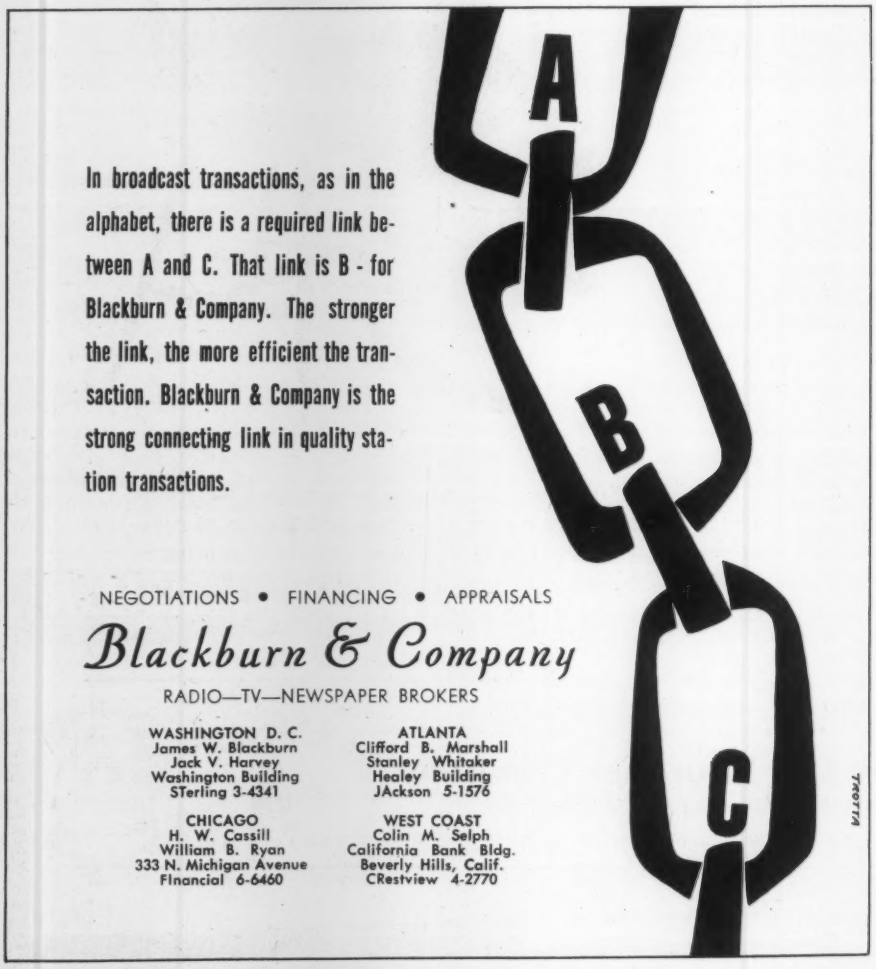
WMMA MIAMI, FLA. • Sold to Stephany Wyszatycki, wife of Leon Wyszatycki (WWOL-AM-FM Buffalo, N. Y.) by Frieda Broadcasting Corp. for $175,000 plus agreement that assignor not compete for five years. WMMA is on 1260 kc with 5 kw, day, directional antenna.

KOPY ALICE, TEX. • Sold to Leon S. Walton by Jules J. Paglin and Stanley W. Ray Jr. for $150,000. KOPY is on 1070 kc with 1 kw, directional antenna night.

WSHE SHEBOYGAN, WIS. • Sold to Central States Broadcasting Co. by Lake Shore Broadcasting Co. for $80,000. Central States' president, William E. Walker, has interests in WMAM-AM-TV Marinette, WBEV Beaver Dam, both Wisconsin, KCLN Clinton, Iowa, while other stockholders have interests in WBEV and KCLN. WSHE is on 1330 kc with 1 kw, day, and 250 w, night, and is affiliated with ABC.

KRTV (TV) GREAT FALLS, MONT. • Sold to Snyder & Assoc. (Dan Snyder, president) by Robert R. and Francis N. Laird for $65,680. KRTV is on ch. 3.

KBYE OKLAHOMA CITY, OKLA. • Sold 54% to Mrs. Bernice L. Lynch, mother of Mike Lynch, manager of the station, by Glenn G. Griswold and RAB President Kevin B. Sweeney for $2,700. KBYE is on 890 kc, 1 kw, day, with ABC.


A
B
C
In broadcast transactions, as in the alphabet, there is a required link between A and C. That link is B - for Blackburn & Company. The stronger the link, the more efficient the transaction. Blackburn & Company is the strong connecting link in quality station transactions.
NEGOTIATIONS • FINANCING • APPRAISALS
Blackburn & Company
RADIO—TV—NEWSPAPER BROKERS
WASHINGTON D. C.
James W. Blackburn
Jack V. Harvey
Washington Building
STerling 3-4341
ATLANTA
Clifford B. Marshall
Stanley Whitaker
Healey Building
JAckson 5-1576
CHICAGO
H. W. Cassill
William B. Ryan
333 N. Michigan Avenue
Financial 6-6460
WEST COAST
Colin M. Selph
California Bank Bldg.
Beverly Hills, Calif.
CRestview 4-2770

NBC-TV Continental Classroom Commences in 300 Schools Today

More than 300 colleges and universities throughout the U. S. will carry NBC-TV's *Continental Classroom* college course in atomic age physics, planned for high school science teachers for credit toward graduate degrees. The telecasts start today (Oct. 6) from 6:30-7 a.m., Monday through Friday, until next June.

Dr. James R. Killian Jr., special assistant to President Eisenhower for science and technology, is launching the project. He is guest on today's premiere. Dr. Harvey E. White, teacher and author of physics textbooks, is principal instructor of the course.

ETV Comes to Southwest Indiana For Year's Trial Over WTVW (TV)

The Southwestern Indiana Educational Television Council began regular etv programming over WTVW (TV) Evansville, Ind., this month.

Half the $150,000 cost to conduct the 12-month experiment will be met by the council, composed of Southwestern Indiana Superintendents Assn. members; the other half was contributed by the Ford Foundation's Fund for the Advancement of Education.

Apart from the 11,000 students in 16 schools who see the programs daily, the etv sessions may be watched by viewers at home. WTVW makes studios and equipment available to the council on school days between 8 a.m.-noon on a cost basis.

WBTV (TV) Gives ETV Half-Hour

WBTV (TV) Charlotte, N. C., has begun participation in "The North Carolina In-School Tv Experiment," a local hookup originating at WUNC-TV Chapel Hill, N. C. WBTV is contributing the Monday through Friday 9-9:30 a.m. slot for a course on American History that will be seen by students in 17 Charlotte high and junior high schools as well as home viewers. More than 1,000 students are taking the subject for high school credit.

EDUCATION SHORTS

WMCA New York, in association with New York U., presents *America's Literary Heritage*, program on literature, each Tuesday (8:05-8:30 p.m.).

City College of New York (Baruch School of Business and Public Administration) offers new graduate course in advertising research this fall.

U. of Georgia has initiated use of closed circuit tv in its Henry W. Grady School of Journalism and College of Business Administration. Accounting course is offered simultaneously to both schools through use of tv.

California Western U., San Diego, and **XETV (TV) Tijuana, Mex.** (San Diego), have combined to present educational tv over XETV with Monday-Friday *Cal Western Hour*. In future curriculum it is planned that both Spanish and English will be taught on program.

THREE female "vampires" strolled the streets of New York recently to celebrate the debut (Sept. 22) of Zacherley as host of *Shock Theatre* on WABC-TV New York, and the premiere of its *Son of Shock* series which started Oct. 2. The street promotions included three models, dressed as ghoul girls in black leotards and opera capes, wigs and white make-up, who toured Manhattan and Queens handing out buttons which read "I Like Zacherley"—Channel 7—"Shock Theatre." Following each girl were men carrying signs with similar announcements, topped by a raven. Zacherley delivered gifts of gnarled monster hands to be worn as gloves to timebuyers and account executives in the city's major agencies. WABC-TV also plans to issue membership cards for viewers who join the station's official "Shock Club."

CBS Films 'Televisit' Guests

A half-hour film was produced by CBS Newsfilms of the 49 housewives-newspaperwomen from 49 states, who visited New York City for a week from Sept. 13-20. They were guests of CBS-TV as part of "CBS Daytime Televisit Week" [PROGRAMS & PROMOTIONS, Sept. 15].

The film is being sent to the local CBS-TV affiliate, which sponsored the event in association with the hometown newspaper and CBS-TV for telecast this week. The film covers over-all shots of activities during the week and a one-minute closeup of each woman reporter, inserted in the film footage intended for her local tv station. One sidelight was that KDKA-TV Pittsburgh sent out a crew to the home of Mrs. Joan C. Guldenschuh of Wexford, Pa., a distaff reporter in New York that week, and expected to see dishes piled up in the sink and dust under the rugs. But everything was spic and span. The footage was used on the station.

ABP ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS

In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

WTVH (TV) Films L. R. Report

Mobile newsreel coverage of a national news story is claimed by WTVH (TV) Peoria, Ill., with a filmed report of racial integration developments in Little Rock, Ark. The station dispatched George Ray, editorial associate, and Jack Bradley, chief photographer, to Little Rock the past fortnight, together with its mobile newsreel unit comprising a camera with 600 ft. of sound-on-film and a Fairchild 16mm rapid developing machine. Films were photographed, processed and flown to Peoria and carried by WTVH on the same day. Commentary by Mr. Ray was included with the film report. Harold V. Phillips, general manager of WTVH, noted that local viewers thus could "associate a local tv newsman with the scene of a national news story" and that it was the first time a Peoria newsreel unit had participated in such a story.

KFEQ-TV Extends Appreciation

KFEQ-TV St. Joseph, Mo., which started telecasting Sept. 27, 1955, last month celebrated its fifth anniversary by sponsoring a free water show and a "Night on the Town" promotion.

More than 10,000 persons attended the performance of Tommy Bartlett's water ski group, held at a local lake. The show was promoted by on-air announcements and contests on three KFEQ-TV programs. For the station's second birthday event, names and addresses, taken from area telephone books, were flashed on the screen at frequent intervals. Viewers who called within 30 minutes after their names appeared won dinners for two at a local restaurant and two tickets to a theatre.

Skyscraper Gets KCBS Treatment

Crown-Zellerbach is building a skyscraper in downtown San Francisco and KCBS San Francisco's Jane Todd naturally thought it might be a good idea to broadcast right from the site of the rising building. So she did. KCBS reports that their "Jane," a young woman "with many 'firsts' to her credit," recorded one of her afternoon shows from the sixth floor of the construction last month, interviewing officials of Crown-Zellerbach, the architectural firm which designed the structure, and members of the building firm erecting it.

WADK Spurs Welcome for Yachts

A last minute celebration for the American Cup winner, the *Columbia*, was spurred by WADK Newport, R. I., and its news director Gerry Nevins on his public opinion forum program (12-1:30 p.m.) Sept. 26. Mr. Nevins suggested that residents turn out to welcome the winning vessel and the vanquished *Sceptre* when the yachts returned later that day to their moorings in New-

YOUR NEW CBS BASIC is

The SELLibrated (and only full powered) station in the
GOLDEN VALLEY
(Central Ohio)
WHTN TV
CHANNEL 13
Huntington-Charleston, W. Va.
serving 4 states and 5 prime cities
A COWLES OPERATION
Get the dollars and cents story from Edward Petry Co., Inc.

HOTEL New Weston
MADISON AT 50TH
English Lounge
Meeting place of show business

So close at hand
So very good
Two of the finest hotels in New York are just "around the corner" from CBS, Dumont or NBC. Beautifully decorated rooms and suites for permanent or transient residence. Ideal headquarters.

HOTEL Berkshire
MADISON AT 52ND
Barberry Room
Where the celebrities go after theatre
KNOTT HOTELS

port. The city of Newport offered fire apparatus for water displays, sirens and police assistance. The mayor and city manager greeted the returning yachts from aboard the harbormaster's boat. The U.S. Navy was contacted and offered to send tugs to the harbor. An estimated 15,000 persons were on hand at 4 p.m. when the yachts returned to the harbor. WADK broadcast reports of the reception with its mobile unit.

WGN-TV Starts Color Tv Series

A presentation of classic and contemporary books for children forms the basis for a new color television series sponsored by Marshall Field & Co. on WGN-TV Chicago. Entitled *The Storyteller*, the nightly children's program features Val Bettin as narrator, and original illustrations to dramatize his readings. The "Storyteller" actually is a book-end figurine which comes to life on tv. Jim McGinn, tv producer at DePaul U., handles production for the Chicago department store and WGN-TV.

RAB Brochure Tells How to Win

A new Radio Advertising Bureau brochure, entitled "Win the Election With Radio Advertising," which outlines how political candidates can better their chances of winning the election through use of radio, is currently being distributed to RAB members.

Welk Show Stereocasts Expanded

ABC-TV and ABC Radio stereocasts of *The Plymouth Show, Starring Lawrence Welk* (Wed., 7:30-8:30 p.m.), first launched Sept. 10 in five cities and later extended to seven, was expanded on Oct. 1 to 75 cities through the networks' facilities. Stereophonic effect is through fm audio in tv transmission and am radio. Its extension is the result of critical and Plymouth dealer acclaim, ABC noted, citing good test results reported by Jack W. Minor, assistant general manager, Chrysler Corp.'s Plymouth division. On radio, the program is on entire network (190 additional cities). Grant Adv. is Plymouth's agency.

WHTN-AM-TV Features Education

WHTN-AM-TV Huntington, W. Va., is utilizing its facilities for educational purposes on two levels, according to recent reports from the stations.

WHTN last week began a new current events series designed to "stimulate junior and senior high school student interest in contemporary affairs." The lectures are under the supervision of Marshall College, and *The Huntington Advertiser* will publish background articles on the subjects to be covered.

Also last week, WHTN-TV helped to train 900 United Fund volunteers in their own homes in preparation for their October collection campaign. The program was designed for fund workers but the general public was also able to learn more about the needs of the general United Fund at the same time, according to WHTN-TV.

WHYY-TV Resumes Russian Course

Non-commercial, educational station WHYY-TV Philadelphia will launch Russian language lessons this Wednesday (Oct. 8) at 3 p.m. The weekly, half-hour series of lessons for all ages is sponsored jointly by the Philadelphia Board of Education and the U. of Pennsylvania. Evening language lessons were presented last summer under the same university instructor, Dr. Anna Pirscenok. WHYY-TV will furnish study guides for viewers.

WMNI Covers Airport Dedication

The dedication of the new airport terminal building at Columbus, Ohio, was covered in a 4½-hour broadcast Sept. 21 by WMNI Columbus, the only station to broadcast the entire ceremonies, according to WMNI. In addition, WMNI described an air show following the dedication. Activity coverage was provided from three locations: Neil Collins was stationed at ground level with a mobile unit to cover the airport's apron area; News Director Ken Ellis described aerial displays from the building's 10th floor cat-walk, and John Piet served as "central control" operator on the ninth floor to coordinate switches between remote locations.

Ad Congratulates Rival Station

A newspaper ad in the *Rochester* (N.Y.) *Democrat and Chronicle* Sept. 22 was used by WVET Rochester, to congratulate another Rochester radio station, WBBF, for being rated the No. 1 Rochester station for the third straight month, according to C. E. Hooper surveys. The congratulatory announcement was signed "from WVET . . . now No. 2 and climbing like a rocket." The ad included a plug for WVET, as well, by showing pictures of four of its personalities and their program time segments.

KOCO-TV Previews Doctors

KOCO-TV Enid-Oklahoma City held a dinner party and sneak preview of ABC-TV's *Donna Reed Show* on Sept. 21 for Oklahoma City pediatricians and their wives in order to get their criticisms of the series in which Donna Reed stars as the wife of a pediatrician. Guests, including 20 Campbell soup (sponsor of the program) representatives and their wives, were asked to answer four questions following the showing of the pilot film. According to KOCO-TV, their comments indicated that the show would have a successful season.

WCPO D.J. Has Special Day

Bill Dawes, WCPO Cincinnati d.j., was honored by the city of Cincinnati Sept. 24 when Mayor Donald D. Clancy proclaimed the day as "Bill Dawes Day in Cincinnati" in recognition of Mr. Dawes' 20th year of broadcasting in the city.

35,000 CAME TO DANCE

A police-estimated crowd of 35,000 turned out Sept. 26 for WBZ Boston's Good Neighbor Block Party, staged to help the Brockton (Mass.) Old Colony Assn. For Mental Health.

For three weeks prior to the party WBZ invited listeners to suggest how money raised by a block party could best be spent to benefit a community. More than 2,000 replies came from listeners throughout New England requesting WBZ to hold the event in their neighborhood for a local organization. Each day five listeners were awarded phonograph albums.

It was decided that the funds raised by the party would go toward the $100,000 the Old Colony Assn. is raising to construct a mental health center in nearby Brockton. On-air announcements, interviews with Brockton's mayor and citizens and newspaper ads were used to publicize the event.

On the day of the party, declared by the mayor as "Founders Fund Day for the Child Guidance Clinic," Legion Parkway was roped off and a bandstand constructed. Lester Lanin's band with guest stars Jerry Vale and Joni James, services donated by WBZ, played and sang for the hordes of dancers in the Parkway (see cut).

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

MR. RAIDT

ROBERT RAIDT resigns as account executive with McCann-Erickson to join Monroe F. Dreher Inc., N.Y., as v.p. in charge of merchandising and member of plans board. Mr. Raidt was formerly director of advertising for Bayuk Cigars Inc., Philadelphia.

HUGO HAMMER, art director, Dozier-Eastman & Co., L.A., named v.p. and will continue to supervise art and production departments as well as assume increasingly important role in client contact and account supervision activities. **PHIL D. McHUGH,** president of McHugh Adv. Inc., joins Dozier-Eastman as v.p., bringing with him all McHugh accounts, majority of which are in consumer field.

JOHN E. MARTIN, copy chief, BBDO Minneapolis, elected v.p.

ERNEST W. EVERSZ, formerly v.p. and associate copy director at Leo Burnett Co., Chicago, rejoins Foote, Cone & Belding, Chicago, as v.p. and copy director.

ROBERT L. MOORE JR., head of Sheraton Corp. of America's public relations division for past three years, and former television producer, named v.p. of Sheraton Central Credit Club Inc.

GERTRUDE BROOKS, previously copy group supervisor, Grey Adv., to Dancer-Fitzgerald-Sample, N.Y., in same capacity.

DONALD H. WALLACE, previously with Tatham-Laird Inc., as tv writer-producer, joins Clinton E. Frank Inc., both Chicago, in newly-created post of tv and copy supervisor. **JOHN D. KENNER,** formerly with Waldie & Briggs, Chicago, to Clinton E. Frank as account executive on Fort Howard Paper Co. account.

DON OSTEN, formerly chief space buyer at Gardner Adv. Co., St. Louis, promoted to media group supervisor. **WILLIAM A. LAHRMANN JR.,** assistant media group supervisor, named chief space buyer.

ROBERT J. GILLEN JR., formerly with J. M. Mathes Inc., N.Y., handling Northam Warren Corp. and Economic Labs accounts, to Hazel Bishop Inc., N.Y., as station relations manager, coordinator of advertising and merchandising.

HARVEY J. COMITA, formerly with Anderson-McConnell Adv., to Kenyon & Eckhardt, both Los Angeles, as research manager.

JOHN BERGLAND, formerly with Burke Dowling Adams, Inc., joins Charles Bowes Adv., both Los Angeles, as production manager.

DON STOTTER, producer-director for past eight years at WHIO-TV Dayton, Ohio, resigns to form own advertising firm, Don Stotter Adv. Address: 333 W. First St., Dayton. Mr. Stotter was formerly announcer with WING and WONE, both Dayton.

JOHN E. McCULLOUGH, formerly tv art director for Doyle Dane Bernbach, N.Y., joins W. B. Doner & Co., Philadelphia, as art director.

JOHN F. McDANIEL, formerly general manager of sales and distribution at Hotpoint Co., Chicago, appointed general sales manager of new division-wide sales department. He will be responsible for sales of all products (appliances, tv receivers, etc.) to distribution and coordination of advertising, merchandising, promotion, product service and training plans. **C. C. GRAMER,** formerly manager of distribution planning, named manager of market development. **J. A. CARLSON** appointed manager of tv sales planning.

WILLIAM M. CAMPBELL, formerly with Certified Grocers of California as assistant advertising manager, to Los Angeles office of Erwin Wasey, Ruthrauff & Ryan Inc. as senior merchandising executive and member of merchandising plans board.

GEORGE FONDERSMITH, formerly head art director with Joseph Katz Co., joins VanSant, Dugdale & Co., both Baltimore, as art director. **GEORGE N. LUCAS,** previously with S. A. Levyne as v.p. and copy chief, to VanSant, Dugdale as copy supervisor.

HUNTLY BRIGGS, formerly with Lear Inc., as advertising projects supervisor, joins Harrington & Miner, L.A., as account executive to Hoffman Labs & Aeronutronics Systems Inc.

WILLIAM M. GALBRAITH, formerly with Pillsbury Mills, advertising manager of food products at Armour & Co. and with Earle Ludgin & Co., Chicago agency, to H. W. Kastor & Sons Adv. Co., Chicago, as account executive. **PAUL P. MILLER,** previously with Henri, Hurst & McDonald and Young & Rubicam, to Kastor in similar capacity.

FRITZ HELLMAN, with Fuller & Smith & Ross copy department since 1957, to copy director, succeeding **GORDON K. ZERN,** appointed account executive for FSR account Cool-Ray Inc.

CONNIE BARBER, estimator at Ted Bates & Co., to Hicks & Griest, N.Y., as supervisor of radio-tv estimating.

MARJORIE CAMP, formerly with Grey Adv. and Lennen & Newell, and **MILTON OST,** previously at Kastor, Hilton, Chesley & Clifford, to copy staff of Reach, McClinton, N.Y. Miss Camp assigned as senior copywriter on Playtex Bras (International Latex) and Mr. Ost as senior copywriter on Isodine Pharmacals.

HOWARD W. COLEMAN, formerly station manager of WMAQ Chicago, to public relations department of J. Walter Thompson Co., Chicago.

MISS FAYTHE VENT, formerly with Anderson-McConnell Adv., L.A., as director of media, joins American Research Bureau in Los Angeles office in client service capacity. **MRS. PAT SANDERS,** member of Los Angeles ARB staff, moves into new duties in client services, primarily with tv stations on West Coast.

HAROLD A. STROFEL, formerly with Alex T. Franz Inc. and Waldie & Briggs, both Chicago, to copy staff of Clinton E. Frank Inc., Chicago.

LEONARD V. STRONG, formerly with Grey Adv., joins Ted Bates' copy department in New York.

HERBERT GANDEL, space buyer in Kudner Agency, N.Y., media dept., to assume additional duties as radio-tv timebuyer, succeeding **MARJORIE C. SCANLAN,** resigned.

FILM

MR. GARRISON

JOHN G. GARRISON, formerly Central Division manager of Official Films Inc., appointed national syndication director of Guild Films Co., N.Y.

WILLIAM FINESHRIBER, director of international operations for Screen Gems, has left on three-month around-the-world sales and survey tour.

BRUCE D. COLEN, formerly with CBS-TV as associate producer, to CBS-TV Film Sales Inc. in charge of program development.

DR. HERBERT T. KALMUS, president and general manager, Technicolor Corp., named honorary member of Society of Motion Picture and Television Engineers. Membership recognizes his pioneering work in color over past 40 years.

JOHN MAY, 36, sales executive for Screen Gems Inc., New York, in southern area since 1957, was killed Sept. 23 when private plane in which he was riding crashed near Salisbury, N.C. Mr. May previously had been associated with sales staff of Ziv Television Programs, WXEX-TV Richmond and WMTW-TV Portland, Me.

NETWORKS

ROBERT W. SARNOFF, chairman of board of NBC, to serve on 1958 publicity committee of Muscular Dystrophy Assn. of America Inc.

DAVID W. HEARST, publisher of *Los Angeles Herald Express,* and **BLAIR A. WALLISER,** MBS ex-

FIRST IN VIRGINIA

NO. 1

ROANOKE AGAIN THE NUMBER ONE TELEVISION MARKET.

When you buy Virginia's number one TV market, buy the quality station.

According to NCS No. 3, WSLS-TV has 13% more daily viewers than the other TV station in Roanoke.

(Daytime Daily — 139,720 TV homes)
(Nighttime Daily — 167,680 TV homes)

*ARE shows WSLS-TV's total share of audience in excess of 50% sign-on to sign-off.

sign-on to 6:00 P. M.
and
6:00 P. M. to sign-off

Roanoke ARB: One week, four week Nov., Dec., Feb., Mar.

WSLS-TV
ROANOKE, VA.

Represented nationally by Avery-Knodel, Inc.

NOW AVAILABLE!

Brochure Containing

COMPLETE DETAILS OF WVET'S EXCLUSIVE, PHENOMENALLY SUCCESSFUL TOP VALUE STAMP

PROMOTION PROGRAM

For Information
Contact: BILL SCHUBERT

WVET
RADIO

ONLY Station In The Nation That Gives TOP VALUE Stamps!

17 CLINTON AVE. SO.
ROCHESTER 4, N. Y.

PEOPLE CONTINUED

ecutive v.p., elected to MBS board of directors.

G. E. (BUCK) HURST, formerly sales manager of WCBS New York, named Pacific Coast network sales manager for CBS Radio. Mr. Hurst's previous experience includes managing Los Angeles office of CBS Radio Spot Sales and national sales manager for KMOX St. Louis.

STATIONS

MR. FOELLINGER

KENNETH A. FOELLINGER, presently comptroller and assistant treasurer of Centlivre Brewing Corp., Fort Wayne, Ind., appointed business manager and assistant secretary of WFBM-AM-TV Indianapolis, effective Nov. 1. Mr. Foellinger will replace **ANDREW J. MURTHA,** who returns to Time Inc., N.Y., owners of WFBM-AM-TV, for new executive duties.

R. S. (BUD) NIELSEN, formerly with KOB-TV Albuquerque, N.M., named general sales manager of KDUB Stations (KDUB-AM-TV Lubbock, KPAR-TV Sweetwater and KEDY-TV Big Spring, all Texas). **JOHN HENRY,** previously with WEEQ-TV La Salle, Ill., as general manager, appointed national sales manager of KDUB Stations.

MR. WAGNER

MORTON J. WAGNER, executive v.p.-eastern division director, Bartell Family Radio, named general manager of KYA San Francisco. Mr. Wagner, with Bartell since 1952, retains supervision of WAKE Atlanta, WILD Boston and WYDE Birmingham. **LEE BARTELL,** the group's managing director, who has been supervising KYA, returns to KCBQ San Diego.

GORDON MASON named sales manager for KNX Los Angeles and CBS Radio Pacific Network. He has been director of sales development for KNX-CPN, succeeds **MAURIE WEBSTER,** named general manager of KCBS San Francisco [PEOPLE, Sept. 29].

CHARLES R. DICKOFF, general manager, WBEV Beaver Dam, Wis., adds duties as station relations director of Walker Group of radio stations (WRRR Rockford, Ill.; KCLN Clinton, Iowa; WSHE Sheboygan, Wis., and WSJM St. Joseph, Mich.—latter two recently purchased and are pending FCC approval). **TOM FAILE,** WBEV sales manager, elevated to assistant general manager, and **DUANE WENDT,** WBEV program director, promoted to business manager.

CLIFFORD A. FROHNHOEFER, formerly controller, WOR-AM-TV New York, named controller and assistant treasurer of WAVY-AM-TV Portsmouth, Va. **CARRINGTON R. HENSLEY,** former superintendent, Southland Life Insurance Co., appointed account executive of WAVY. **RON CARNEY** and **LEE LEONARD** join WAVY as air personalities.

JIM RISNER, formerly with KSYD-AM-TV Wichita Falls, Tex., to KRMS Osage Beach, Mo., as station manager.

WILLIAM P. DIX JR., formerly assistant general manager in charge of sales, WOR-AM-TV New York, named assistant general manager of WGR-TV Buffalo, N.Y.

CLAUDE (BUDDY) YOUNG, WEBB Dundalk, Md., personality since its founding, appointed assistant general manager of station. Mr. Young was former All American at U. of Illinois and professional football star with Baltimore Colts.

C. P. (CHUCK) DWYER, local sales manager of WTVN-TV Columbus, Ohio, promoted to assistant general manager and will continue to oversee local sales. Mr. Dwyer succeeds **R. C. WIEGAND,** resigned to become general manager of WKYT (TV) Lexington, Ky.

KEITH WELDY, formerly sales representative for WCMR Elkhart, Ind., appointed secretary of Allegan County Broadcasters Inc., which plans to build 250 w am station in Allegan, Mich. Mr. Weldy will also serve as station manager.

DAVID J. MATTIS, WDIA Memphis production director for past six years, promoted to assistant station manager.

JON ARDEN, WCKT (TV) Miami promotion manager, promoted to manager of sales promotion, merchandising and marketing. **SYMON COWLES,** formerly with ABC Radio as assistant director of sales promotion and exploitation, named manager of audience promotion and publicity at WCKT.

NORMAN NESBITT, formerly with KGA Spokane, Wash., and previously with KOA Denver, joins KLOK San Jose, Calif., as head of station staff.

LEE EHRLICH, WTRY Troy, N.Y., local sales manager, promoted to commercial manager.

RICHARD E. SHIREMAN, television sales manager of WISM-TV Milwaukee, has resigned and will announce his new association shortly.

TOM GILLIES, WTRL Bradenton, Fla., d.j., adds duties as station program director. **DICK DOTY,** WTRL president and general manager, elected to board of directors of Bradenton Chamber of Commerce.

MRS. CLARENCE JONES named program director, WBPD Orangeburg, S. C., 1 kw daytimer, scheduled to begin broadcasting Nov. 3. Other WBPD appointments: **MRS. GUS BROWNING,** traffic manager; **MISS JO ANNE BROWNING,** commercial manager; **MRS. BOBBIE LANCASTER,** woman's director; and **EMORY HUFF,** local time sales.

WILLIAM E. MacDONALD, formerly with KFAB Omaha, Neb., appointed agricultural director of Stuart stations (KFOR Lincoln, KRGI Grand Island, both Nebraska, and KMNS Sioux City, Iowa). Mr. MacDonald is charter member of National Assn. of Radio and Television Farm Directors.

JANE STRAETER appointed assistant to merchandising director, WIL St. Louis Balaban station. Miss Straeter will coordinate Community Club Awards activities.

DOUG ROBERTSON, former member of KUSC-FM Los Angeles programming department, joins KXOA Sacramento, Calif., as copywriter and public service director.

JACK ROSENBERG, sports coordinator-writer for WGN-TV Chicago baseball telecasts, appointed sports editor of WGN-AM-TV. He fills vacancy created by death of **FRANK KORCH.**

THOMAS W. CALENBERG, formerly with WBIW Bedford, Ind., as staff announcer, to WGL Fort Wayne, Ind., as news editor, succeeding **NORM GERON,** resigned to accept appointment with State Dept.

THOMAS C. CURETON, art director and production services' supervisor, WIS-TV Columbia, S.C., named promotion manager. **R. BRUCE COPELAND,** previously with WBML Macon, Ga., appointed assistant to Mr. Cureton in areas of sales promotion, merchandising and research, and **MISS MARTEE HARDEN** made assistant in program promotion. **JOHN BONDESON** resigns as WIS-TV promotion manager to accept post with national public relations firm.

MARTIN RATNER to manager of WNTA-TV Newark (New York City) film department. **MARVIN SCHLAFFER,** formerly film director, moves to live production.

AL CROUCH, previously news director of KENT Shreveport, La., to KNUZ Houston in similar capacity.

MIKE McMANUS appointed to newly-created post of radio production supervisor for WNBF-AM-FM Binghamton, N.Y.

ORVILLE RENNIE, promotion manager at KOA Denver, Colo., named coordinator of radio-tv network program opportunities for 1959 Colorado "Rush to Rockies" centennial by Gov. Stene McNichols. Statewide observance starts Jan. 1.

SAM ELBER, program director, WERE Cleveland, resigns to become program director of WGBS Miami.

GIL BAHR, formerly with KANN Stinton, Tex., and presently supervisor of music programming for KUAM Agana, Guam, adds duties as program director of KUAM-AM-TV.

CARL BAILEY, KBIG Santa Catalina, Calif., d.j. since its founding in 1952, elevated to special events director for station, effective Nov. 1.

JAMES E. HARDEN JR., former CBS news film reporter-writer and editor at WBBM Chicago, to WGN-AM-TV Chicago as news writer and editor.

H. A. (MICKEY) McFADDEN, formerly with WPAT Paterson, N.J., joins WNTA Newark sales department as account executive.

DON RUPERT, formerly v.p. of Bell Formica, Milwaukee, to WRIT Milwaukee as account executive. WRIT is Balaban station.

NORRIS KALAR, previously with KLIF, joins KBOX, both Dallas, as account executive. KBOX is Balaban station.

VAN RUBENSTEIN and **RUDY WISSLER** appointed KNXT (TV) Los Angeles account executives. **ROBERT COLE** named national spot sales representative for station.

DAVID SEATON, previously with WICE Providence, R.I., joins WJAR-TV Providence as account executive in local sales.

PETER LYMAN, formerly radio-tv director and account executive with Frederick E. Baker & Assoc., Seattle, advertising and public relations firm, joins KREM-AM-FM-TV Spokane, Wash., on sales development staff.

United Press International news produces!

REPRESENTATIVES

RICHARD R. RICKER, sales manager at WNBQ (TV) Chicago past 17 months, to Central Div., NBC-TV Sales staff as account executive.

BILL PIPHER, sales manager of WTVH (TV) Peoria, Ill., will join Edward Petry & Co. around Nov. 1 as midwestern radio sales manager of station representative firm, succeeding **JOHN ASHENHURST,** who retires first of year. Mr. Pipher joined WTVH in June 1955 after previous service as account executive at WIRL Peoria. Mr. Pipher will be replaced at WTVH by **DAVID J. SCHLINK,** assistant sales manager past three years.

ROBERT E. GALEN, formerly director of research and promotion of RKO Television, to McGavren-Quinn Corp., as director of research and sales development.

ROBERT D. GILMAN, formerly eastern sales man-

ager, WNAC-AM-TV Boston, appointed to New York sales staff of H-R Television Inc.

PROGRAM SERVICES

MR. ROBBINS

RICHARD N. ROBBINS, publicity director for Community Club Services Inc., N.Y., promoted to public relations director for all three divisions: radio & tv sales division of Community Club awards and Lucky Lyrics, Community Club awards newspaper division and Community Club surveys. **MRS. IRENE RUNNELS** appointed director of market research and Community Club awards director for all Balaban radio stations.

OLIVER DANIEL, director of Broadcast Music Inc. contemporary music projects, has been named National Music Council representative to International Music Council General Assembly and Congress to be held in Paris, France, Oct. 20-30. Mr. Daniel will be only official American representative to Congress.

DONALD E. HARDIN, previously promotion-publicity and continuity director, WTVN (TV) Columbus, Ohio, joins southern Ohio edition of *Tv Guide* as promotion representative. **RICHARD S. ZAVON,** manager of Kentucky edition of *Tv Guide,* named manager of magazine's Minnesota edition.

PROFESSIONAL SERVICES

L. D. TEEGARDEN, formerly executive v.p. of Radio Corp. of America, joins Mayer & Dibrell & Co., Philadelphia management consulting firm, as v.p. and member of board of directors. Mr. Teegarden joined RCA in 1930 as district sales manager, working in various merchandising departments until 1953 when he was elected corporation's first executive v.p.

MARY A. KELLY, associate producer of NBC-TV's *Today* program for past seven years, has resigned to enter field of personal management, representing, among others, Betsy Palmer, television panelist.

JAMES J. HAYES, formerly with NBC, to Phil Dean Assoc., N.Y., on special projects promotion and exploitation.

JEANNE KING, formerly assistant to radio-tv columnist Faye Emerson, joins Arthritis and Rheumatism Foundation as assistant radio-tv director for November campaign.

MANUFACTURING

ELLERY W. STONE, president, American Cable & Radio Corp. (ITT affiliate) since 1950, elected chairman of board of directors. **BERTRAM B. TOWER,** formerly v.p.-finance, appointed president succeeding Mr. Stone, previously president of International Standard Electric Corp. Mr. Tower was formerly with public accounting firm of Arthur Andersen & Co., N.Y.

HARRY SCHECTER, general manager of Zenith Radio Corp. of New York, elected v.p.

WILLIS L. WOOD appointed national service manager of Admiral Corp., Chicago. Mr. Wood will direct activities of newly-merged divisions of accessories, national service and parts.

L. GEORGE HOTH, formerly merchandising manager of consumer products department of Borden Chemical Co., N.Y., appointed manager of advertising and merchandising for company.

ROBERT E. BROOKER, president, Whirlpool Corp., St. Joseph, Mich., has announced that customer services will become function of his office. **ROBERT P. LEWIS,** director of customer relations for past two years, will continue in that post.

GEORGE TALLENT, supervisor of quality control for semiconductor operations, CBS-Hytron (Div. of CBS Inc.), Danvers, Mass., elevated to manager of quality control for semiconductors. **E. P. LAFFIE,** chief quality control engineer, promoted to manager of quality control in receiving tubes.

WILLIAM H. KAISER JR., with General Electric since 1948, appointed district equipment sales manager for GE receiving tubes, Chicago.

M. L. BOLOTIN, former field engineer for Texas Instruments Inc., named midwest supervising sales engineer for Semiconductor Div., Hoffman Electronics Corp., Evanston, Ill. **WILLIAM E. HEGBERG,** newly-appointed field engineer, assigned as consultant in Ohio and Michigan areas under Mr. Bolotin.

TRADE ASSNS.

MR. DAVIS

JOHN WILLIAM (JACK) DAVIS, media director and secretary-treasurer of Honig-Cooper, Harrington & Miner, San Francisco advertising agency, elected chairman of Northern California Council of American Assn. of Advertising Agencies for 1958-59. Mr. Davis has been with Honig-Cooper for 20 years.

RICHARD HUGHES, Edward Petry & Co., elected president, Radio & Television Representatives Assn. of Atlanta. Other officers: **GREG MURPHY,** Katz Agency, vice president; **GEORGE CRUMBLEY,** Headley-Reed Co., secretary-treasurer. Board of directors will include **CHARLES DILCHER,** v.p. of John Blair & Co.; **ED BRANDT,** Paul H. Raymer Co.; **DICK HUNTER,** George P. Hollingbery Co., and **BART ISBELL,** Peters, Griffin & Woodward.

JOSEPH D. PORTANOVA, styling v.p. of consumer products division, Hoffman Electronics Corp., L.A., elected 1958-59 chairman of Southern California chapter, Industrial Designers Institute. Mr. Portanova succeeds **GORDON MACKAY,** Emerson-Johnson-Mackay Inc., industrial designers. Other new officers are **JOHN D. COLEMAN,** vice chairman; **ROBERT M. EMERSON,** secretary, and **GEORGE A. JERGENSON,** treasurer.

CLYDE M. HUNT, engineering v.p. of Washington Post Broadcast Div., appointed member of board of directors of District of Columbia Society of Professional Engineers. Mr. Hunt fills unexpired term of **DEAN MARTIN MASON,** dean of school of engineering at George Washington U.

THOMAS A. WRIGHT, media department manager at Leo Burnett Co., elected director on board of Chicago Broadcast Advertising Club and named program chairman.

J. F. (JACK) RAY, v.p. of General Controls Co., L.A., elected v.p. of Pacific Coast Gas Assn. for two-year term.

GUY CUNNINGHAM, previously with CBS, to Television Bureau of Advertising national sales division.

EDUCATION

DR. H. K. NEWBURN, former president of Educational Television & Radio Center, Ann Arbor, Mich., named consultant to The Ford Foundation, for which Dr. Newburn will make study of faculty personnel policies in selected state universities.

DR. ALVA C. TODD, lecturer and former consulting engineer, consultant for Farnsworth Electronics Co. and engineer at WSBT South Bend, and WBAA Lafayette, both Indiana, named to faculty of Illinois Institute of Technology.

INTERNATIONAL

BRUCE McLEAN, v.p. of Needham, Louis & Brorby of Canada Ltd., Toronto, and **PAUL C. HARPER JR.,** executive v.p. of parent company at New York, appointed directors of Canadian subsidiary, bringing director to five. Others are **MAURICE H. NEEDHAM, JOHN A. WILLOUGHBY,** and **MAX D. ANWYL,** latter two, officers at Toronto office.

TED KAVANAGH, 66, one of Great Britain's leading script writers and comedians died. Mr. Kavanagh was best known for his work on *It's That Man Again* radio series during World War II.

HOWARD E. STARK
BROKER AND FINANCIAL CONSULTANT
RADIO AND TELEVISION STATIONS
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NEW YORK 22, N.Y.
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ALL INQUIRIES CONFIDENTIAL

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"We use KMLA for our clients for the simple reason we have found that dollar for dollar KMLA gets **real** results. KMLA is a radio station with a dignified approach to an above-average adult audience with well over one million FM sets within metropolitan Los Angeles without a single 'bubble-gummer' or 'hula-hooper' in the crowd. KMLA reaches people who are intelligent, discerning and loaded! These are our reasons for using KMLA!"
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47th
TV MARKET
according to Television Age Magazine
RETAIL SALES are above the national average. Rock Island, Moline, East Moline are rated as "preferred cities" by Sales Management magazine for the first 6 months of 1958. You too, can expect above-average sales if you BUY WHBF-TV NOW!
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Scott County, Iowa, Rock Island County, Illinois
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TV NETWORK SHOWSHEET

THE PROGRAMS, THE SCHEDULES, THE SPONSORS *Published first issue in each quarter*

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: sust., sustaining; part., participating; alt., alternate sponsor; F, film; L, live. All times are NYT.

SUNDAY MORNING

10-11 a.m.

ABC-TV 10-11 No network service.
CBS-TV 10-10:30 *Lamp Unto My Feet*, sust., L; 10:30-11 *Look Up & Live*, sust., L.
NBC-TV No network service.

11 a.m.-Noon

ABC-TV 11-11:30 No network service; 11:30-12 *Dean Pike*, sust., L.
CBS-TV 11-11:30 *Eye on New York*, sust., L; 11:30-12 *Camera Three*, sust., L.
NBC-TV No network service.

SUNDAY AFTERNOON

Noon-1 p.m.

ABC-TV 12-12:30 *College News Conference*, sust., L; 12:30-1 *Johns Hopkins File*, sust., L.
CBS-TV 12-1 No network service.
NBC-TV No network service.

1-2 p.m.

ABC-TV 1-1:30 *Open Hearing*, sust., L; 1:30-2 No network service.
CBS-TV 1-2 No network service.
NBC-TV 1-1:30 No network service; 1:30-2 *Frontiers of Faith*, sust., L.

2-3 p.m.

ABC-TV 2-3 No network service.
CBS-TV 2-3 *Pro-Football*, L, part.
NBC-TV 2-2:30 *Watch Mr. Wizard*, sust., L; 2:30-3 *Pro All-Star Exhibition Basketball*, Bayuk Cigars, L.

3-4 p.m.

ABC-TV 3-3:30 No network service; 3:30-4 *Roller Derby*, sust., L.
CBS-TV 3-4 *Pro-Football*, (cont.).
NBC-TV 3-4 *Basketball*, (cont.).

4-5 p.m.

ABC-TV 4-4:30 *Roller Derby*, (cont.); 4:30-5 *Bowling Stars*, American Machine & Foundry, F.
CBS-TV 4-5 *Pro-Football*, (cont.).
NBC-TV 4-5 *Basketball*, (cont.).

5-6 p.m.

ABC-TV 5-5:30 *Paul Winchell Show*, Hartz, General Mills, L; 5:30-6 *Lone Ranger*, General Mills, Cracker Jack, Smith Bros., F.
CBS-TV 5-5:30 *The Last Word*, sust., L; 5:30-6 *The Original Amateur Hour*, L.
NBC-TV 5-5:30 *Comment*, sust.; F (10/5); 5:30-6 *Youth Wants to Know*, sust., F. (10/5, 12, 19) 5-6 *Omnibus*, Aluminium Ltd., st. 10/26, L.

SUNDAY EVENING

6-7 p.m.

ABC-TV No network service.
CBS-TV 6-6:25 *Small World*, Renault Motors, L; 6:25-6:30 *CBS News*, sust., L.; 6:30-7 *Twentieth Century*, Prudential Life Insurance, F.
NBC-TV 6-6:30 *Meet the Press*, Pan American Airways, L; 6:30-7 *Outlook*, sust., F.

7-8 p.m.

ABC-TV 7-7:30 *You Asked for It*, Skippy Peanut Butter, F; 7:30-8 *Maverick*, Kaiser, Drackett, F.
CBS-TV 7-7:30 *Lassie*, Campbell Soups, F; 7:30-8 *Jack Benny Show*, L&F, alternating with *Bachelor Father*, American Tobacco, F.
NBC-TV 7-7:30 *Noah's Ark*, sust., F; st. 10/19 *Saber of London*, Sterling Drug, F.; 7:30-8 *Northwest Passage*, RCA, F.

8-9 p.m.

ABC-TV 8-8:30 *Maverick* (cont.); 8:30-9 *Law Man*, R. J. Reynolds, General Mills, F.
CBS-TV 8-9 *Ed Sullivan Show*, Mercury Cars, Eastman Kodak, L.
NBC-TV 8-9 *The Steve Allen Show*, Greyhound, DuPont, Polaroid, Timex, L.

9-10 p.m.

ABC-TV 9-9:30 *87th Precinct*, sust., F; 9:30-10 *Encounter*, sust., L.
CBS-TV 9-9:30 *GE Theatre*, General Electric, F; 9:30-10 *Alfred Hitchcock*, Bristol-Myers, F.
NBC-TV 9-10 *Dinah Shore Chevy Show*, Chevrolet, L.

10-11 p.m.

ABC-TV 10-10:30 *Encounter*, (cont.); 10:30-11 No network service.
CBS-TV 10-10:30 *$64,000 Question*, Revlon, P. Lorillard, L; 10:30-11 *What's My Line*, Kellogg, Helene Curtis, L.
NBC-TV 10-10:30 *Loretta Young Show*, Procter & Gamble, F; 10:30-11 No network service.

MONDAY-FRIDAY MORNING

7-8 a.m.

ABC-TV No network service.
CBS-TV 7-8 No network service.
NBC-TV 7-8 *Today*, Alden Rug Mills, Amity Leather Products, California Prune Advisory Bd., Drexel Furniture, Grove Labs, Hanes Knitting Co., Insurance Co. of North America, Knapp-Monarch Co., National Assn. of Insurance Agents, Niagara Therapy, Rock of Ages Inc., Washington State Potato Commission, part., L.

8-9 a.m.

ABC-TV No network service.
CBS-TV 8-8:45 *Captain Kangaroo*, L; 8:45-9 *CBS Morning News*, L.
NBC-TV 8-9 *Today* (cont.).

9-10 a.m.

ABC-TV No network service.
CBS-TV 9-10 No network service.
NBC-TV 9-10 *Today* (cont.)

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *For Love or Money*, Lever & sust., L; 10:30-11 *Play Your Hunch*, Gerber, Scott, Lever, L.
NBC-TV 10-10:30 *Dough Re Mi*, Mentholatum, Armour, L.; 10:30-11 *Treasure Hunt*, Pond's, Toni, Dow, Alberto-Culver, Heinz, Brillo, Pillsbury, Frigidaire, General Mills, Procter & Gamble, Mentholatum, Lever, Sterling Drug, Corn Products, L.

11 a.m.-Noon

ABC-TV 11-11:30 *Day In Court*, part.*; 11:30-12 *The Peter Lind Hayes Show*, part.*
CBS-TV 11-11:30 *Arthur Godfrey Time*, Standard Brands, General Foods, Armour, Bristol-Myers, Pharma-Craft, Libby, Glamorene, U. S. Steel, Ronson, General Mills, L.; 11:30-12 *Top Dollar*, Colgate, L.
NBC-TV 11-11:30 *The Price Is Right*, Pond's Lever, Sunshine, Sterling Drug, Alberto-Culver, Corn Products, Whitehall, Standard Brands, Sandura, Pillsbury, Miles, Mentholatum, General Mills, L.; 11:30-12 *Concentration*, Lever, Armour, Frigidaire, Heinz, Pillsbury, General Foods, Nabisco, Pond's, L.

MONDAY-FRIDAY AFTERNOON, EARLY EVENING & LATE NIGHT

Noon-1 p.m.

ABC-TV 12-12:30 *Peter Lind Hayes Show*, (cont.); 12:30-1 *Mother's Day*, part.*
CBS-TV 12-12:30 *Love of Life*, American Home Products, Pharmaceuticals, Atlantis, Quaker Oats, Lever, Scott, and sust., L; 12:30-12:45 *Search for Tomorrow*, Procter & Gamble, L; 12:45-1 *Guiding Light*, Procter & Gamble, L.
NBC-TV 12-12:30 *Tic Tac Dough*, Dow, Procter & Gamble, Toni, Standard Brands, Heinz, Sunshine, Pillsbury, Alberto-Culver, General Mills, L; 12:30-1 *It Could Be You*, Whitehall, Mentholatum, Pond's, Procter & Gamble, Alberto-Culver, Armour, Corn Products, Brillo, Standard Brands, Pillsbury, Miles, L.

1-2 p.m.

ABC-TV 1-1:30 *The Liberace Show*, part.*; 1:30-2 No network service.
CBS-TV 1-1:25 No network service; 1:25-1:30 *Network News*, sust., L; 1:30-2 *As the World Turns*, Procter & Gamble, Pillsbury, Swift, American Home Products, Sterling Drug, Miles, Libby, L.
NBC-TV 1-2 No network service.

2-3 p.m.

ABC-TV 2-2:30 *Chance for Romance;* part.*; 2:30-3 No network service.
CBS-TV 2-2:30 *Jimmy Dean Show*, Libby, Miles, Gerber, Kodak, Lever, General Mills, Johnson & Johnson, & sust., L; 2:30-3 *Art Linkletter's Houseparty*, Kellogg, Lever, Pillsbury, Swift, Standard Brands, Toni, Staley, Chicken o' the Sea, Atlantis, L.
NBC-TV 2-2:30 *Truth or Consequences*, Alberto-Culver, sust., L; 2:30-3 *Haggis-Baggis*, Mentholatum, Alberto-Culver, Brillo, Lever, General Mills, Pond's, L.

3-4 p.m.

ABC-TV 3-3:30 *Beat the Clock*, part.*; 3:30-4 *Who Do You Trust*, Beechnut-Life Savers; General Foods, Johnson & Johnson, American Home Foods, Bristol-Myers, Drackett Co., L.
CBS-TV 3-3:30 *The Big Payoff*, Colgate-Palmolive, & sust., L; 3:30-4 *The Verdict Is Yours*, General Mills, Toni, Swift, Atlantis, Standard Brands, Bristol-Myers, Johnson & Johnson, Sterling, Scott, L.
NBC-TV 3-3:30 *Today Is Ours*, Procter & Gamble, Sterling Drug, Nabisco, Heinz, Armour, L; 3:30-4 *From These Roots*, Procter & Gamble, Alberto-Culver, Frigidaire, Miles, L.

4-5 p.m.

ABC-TV 4-5 *American Bandstand*, Eastco; General Mills, Lever, Vick, American Home Foods, 5th Ave. Candy, Welch, L.
CBS-TV 4-4:15 *The Brighter Day*, Procter & Gamble, L; 4:15-4:30 *Secret Storm*, American Home Products, Quaker Oats, General Mills, General Foods, Scott, L; 4:30-5 *Edge of Night*, Procter & Gamble, Standard Brands, Atlantis, Pet Milk, Swift, Pillsbury, Sterling Drugs, L.
NBC-TV 4-4:30 *Queen for a Day*, Procter & Gamble, Pond's, Standard Brands, Miles, Corn Products, Pillsbury, Alberto-Culver, Whitehall, Brown & Williamson, L; 4:30-5 *County Fair*, Sterling Drug, Lever, Frigidaire, Nabisco, Heinz, Sandura, L.

5-6 p.m.

ABC-TV 5-5:30 (Mon., Wed., Fri.) *American Bandstand*, (cont.); (Thurs.) *Tales of the Texas Rangers*, Sweets Co., F; 5:30-6 (Mon., Wed., Fri.) *Mickey Mouse Club*, Sweets Co., Mattel, General Mills, Bristol-Myers, Procter & Gamble, Mars Inc., Nabisco, F; (Tues., Thurs.) *Adventure Time*, Procter & Gamble, Mars, Nabisco, General Mills, Mattel, Miles Labs, Bristol-Myers, F.
CBS-TV No network service.
NBC-TV No network service.

6-7 p.m.

ABC-TV 6-7 No network service.
CBS-TV 6-6:45 No network service; 6:45-7 *News*, Brown & Williamson, Whitehall, L.
NBC-TV No network service.

7-7:30 p.m.

ABC-TV 7-7:15 No network service; 7:15-7:30 *News*, sust., L; 7:30-8 No network service.
CBS-TV 7-7:15 No network service; 7:15-7:30 *News*, Goodyear, Whitehall, L.
NBC-TV No network service.

11:15 p.m.-1 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV 11:30-1 a.m. *The Jack Paar Show*, Amity Leather, Block Drug, Bristol-Myers, Coopers, F. M. Engineering, Niagara, N. A. Phillips, Pharma-Craft, Philip-Morris, Polaroid, L.

MONDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 *Jubilee, U. S. A.*, Williamson-Dickie, L.

*ABC-TV participating sponsors in Mon.-Fri. 11 a.m.-3:30 p.m. block include: American Home Foods division, American Home Products Corp., Beech-Nut, Bristol-Myers, Drackett Co., General Foods Corp., Johnson & Johnson, Armour & Co., Lever Bros., General Mills, Shulton, Sunshine Biscuits, Reynolds Metals, Chesebrough-Pond's, Minnesota Mining, Nestle, Amana Refrigeration, and Gillette Co.

CURRENT REPORT ON TV'S

TELESTATUS, the quarterly situation report on present and planned tv stations, will not be published this quarter. The information ordinarily provided in that report is contained in even greater detail in the current 1958 YEARBOOK now in the mails. Individual copies of YEARBOOK are available at $4 a copy. TELESTATUS will be resumed in the first issue of next quarter, Jan. 5, 1959.

CBS-TV 7:30-8 *Name That Tune*, American Home Products, L.
NBC-TV 7:30-8 *Tic Tac Dough*, Procter & Gamble, L.

8-9 p.m.

ABC-TV 8-8:30 *Jubilee, U. S. A.*, (cont.); 8:30-9 *Bold Journey*, Ralston-Purina, F.
CBS-TV 8-8:30 *The Texan*, Brown & Williamson, F; 8:30-9 *Father Knows Best*, Scott Paper Co., F.
NBC-TV 8-8:30 *Restless Gun*, Procter & Gamble, Sterling Drug, F; 8:30-9 *Tales of Wells Fargo*, American Tobacco, Buick, F.

9-10 p.m.

ABC-TV 9-9:30 *Voice of Firestone*, Firestone Tire & Rubber, L; 9:30-10 *Anybody Can Play*, Reynolds Tobacco, L.
CBS-TV 9-9:30 *Danny Thomas Show*, General Foods, F; 9:30-10 *Ann Sothern Show*, General Foods, F.
NBC-TV 9-9:30 *Peter Gunn*, Bristol-Myers, F; 9:30-10 *Alcoa Goodyear Theatre*, Alcoa, alt. with Goodyear, F.

10-11 p.m.

ABC-TV 10-10:30 *This Is Music*, L; 10:30-10:45 *John Daly & the News*, Whitehall, L; 10:45-11 No network service.
CBS-TV 10-11 *Desilu Playhouse*, Westinghouse, F.
NBC-TV 10-10:30 *The Arthur Murray Party*, P. Lorillard, L; 10:30-11 No network service.

TUESDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 *Cheyenne*, alternating with *Sugarfoot*, Johnson & Johnson, Harold Ritchie, Nat'l Carbon Co., American Chicle, F.
CBS-TV 7:30-8 *Stars in Action*, sust., F.
NBC-TV 7:30-8 *Dragnet*, Bulova, F.

8-9 p.m.

ABC-TV 8-8:30 *Cheyenne* or *Sugarfoot*, (cont.); 8:30-9 *Wyatt Earp*, General Mills, Procter & Gamble, F.
CBS-TV 8-8:30 *Number Please*, Brown & Williamson, L; 8:30-9 *To Tell the Truth*, Carter, Marlboro, L.
NBC-TV 8-9 *George Gobel Show*, RCA, alternating with *Eddie Fisher Show*, L&M, L.

9-10 p.m.

ABC-TV 9-9:30 *Rifleman*, Miles Labs, Ralston-Purina, Procter & Gamble, F; 9:30-10 *Naked City*, Brown & Williamson, Quaker Oats, F.
CBS-TV 9-9:30 *Arthur Godfrey*, Pharmaceuticals, Toni, L; 9:30-10 *Red Skelton*, S. C. Johnson, Pet Milk, F.
NBC-TV 9-9:30 *George Burns Show*, Colgate, F; 9:30-10 *The Bob Cummings Show*, R. J. Reynolds, F.

10-11 p.m.

ABC-TV 10-10:30 *Confession*, sust., L; 10:30-11 No network service.
CBS-TV 10-11 *Garry Moore*, Revlon, Kellogg, Pittsburgh Plate, L.
NBC-TV 10-10:30 *The Californians*, Singer, Lipton, F; 10:30-11 No network service.

WEDNESDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 *The Plymouth Show—Lawrence Welk*, Plymouth, L.
CBS-TV 7:30-8 *Invisible Man*, sust., F.
NBC-TV 7:30-8 *Wagon Train*, Ford, Nat'l Biscuit, F.

8-9 p.m.

ABC-TV 8-8:30 *Lawrence Welk* (cont.); 8:30-9 *Ozzie & Harriet*, Eastman Kodak, Quaker Oats, F.
CBS-TV 8-9 *Pursuit*, sust., F.
NBC-TV 8-8:30 *Wagon Train* (cont.); 8:30-9 *The Price Is Right*, Lever, Speidel, L.

9-10 p.m.

ABC-TV 9-9:30 *Donna Reed Show*, Campbell Soup, Shulton, F; 9:30-10 *Patti Page*, Oldsmobile, L.
CBS-TV 9-9:30 *The Millionaire*, Colgate, F; 9:30-10 *I've Got a Secret*, R. J. Reynolds, L.
NBC-TV 9-9:30 *Milton Berle Starring in the Kraft Music Hall*, Kraft, L; 9:30-10 *Bat Masterson*, Kraft, Sealtest, F.

10-11 p.m.

ABC-TV 10-10:45 *Wednesday Night Fights*, Miles Labs, L; 10:45-11 *John Daly & the News*, sust., L.
CBS-TV 10-11 *U. S. Steel Hour*, U. S. Steel, alternating with *Armstrong Circle Theatre*, Armstrong Cork, L.
NBC-TV 10-10:30 *This Is Your Life*, Procter & Gamble, L; 10:30-11 No network service.

THURSDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 *Rin Tin Tin*, National Biscuit, F.
CBS-TV 7:30-8 *I Love Lucy*, Clairol, Pillsbury, F.
NBC-TV 7:30-8 To be announced.

SPECIAL PROGRAMS

CBS-TV

Oct. 8: 8-9 p.m.
High Adventure With Lowell Thomas, United Motors, Div. of General Motors.
Oct. 15: 10-11 p.m.
The Ginger Rogers Show, Pontiac Div. of General Motors.
Oct. 16: 8:30-9:30 p.m.
Little Women, Sheaffer.
Oct. 28: 7:30-9 p.m.
DuPont Show of the Month, DuPont.
Nov. 4: 9-11 p.m.
Election Night Coverage.
Nov. 10: 10-11 p.m.
The Sound of Jazz, Timex.
Nov. 13: 9:30-11 p.m.
DuPont Show of the Month, DuPont.
Nov. 29: 9-10 p.m.
Victor Borge Show, Pontiac.
Nov. 30: 9-11 p.m.
Wonderful Town, General Time, Carlings.
Dec. 6: 7:30-8:30 p.m.
High Adventure With Lowell Thomas, Delco.
Dec. 9: 9-10 p.m.
The Gift of the Magi, Sheaffer.
Dec. 13: 12 noon-1 p.m.
Young People's Concerts, sust.
Dec. 18: 9:30-11 p.m.
DuPont Show of the Month, DuPont.

NBC-TV

Oct. 12: 6:30-7:30 p.m.
Swiss Family Robinson, Rexall Drug.
Oct. 14: 9-10 p.m.
The Bob Hope Show, Buick Div. of General Motors.
Oct. 17: 9-10 p.m.
The Fred Astaire Show, Chrysler Corp.
Oct. 18: 9-10 p.m.
Jerry Lewis Show, Timex.
Oct. 23: 8-9 p.m.
Gateways to the Mind, AT&T.
Oct. 27: 8-9 p.m.
Shirley Temple's Storybook, "Rapunzel," Nat'l Dairy Products, Hills Bros., John H. Breck.
Nov. 4: 9 p.m. to conclusion.
Election Returns, sust.
Nov. 12: 7:30-8:30 p.m.
Shirley Temple's Storybook, "Ali Baba," Nat'l Dairy Products, Hills Bros. & Breck.
Nov. 20: 9-10:30 p.m.
Hallmark Hall of Fame, "Kiss Me Kate," Hallmark Cards.
Nov. 21: 8-9 p.m.
The Bob Hope Show, Buick Div. of General Motors.
Nov. 22: 9-10 p.m.
Dean Martin Show, Timex.
Nov. 23: 6-7 p.m.
The Strange Case of the Cosmic Rays, AT&T.
Nov. 25: 8-9 p.m.
Shirley Temple's Storybook, "Emperor's New Clothes," Nat'l Dairy Products, Hills Bros., Breck.
Dec. 10: 9-10 p.m.
Jerry Lewis Show, Timex.
Dec. 14: 7-8 p.m.
Hallmark Hall of Fame, "Christmas Tree," Hallmark Cards.
Dec. 21: 8-9 p.m.
Shirley Temple's Storybook, "Mother Goose," Nat'l Dairy, Hills Bros., Breck.

8-9 p.m.

ABC-TV 8-9 *Walt Disney Presents*, Reynolds Metals, Kellogg Co., Hill Bros., F.
CBS-TV 8-8:30 *December Bride*, General Foods, F; 8:30-9 *Yancy Derringer*, S. C. Johnson, F.
NBC-TV 8-8:30 *The Ed Wynn Show*, L&M, Bulova, F; 8:30-9 *Twenty-One*, Pharmaceuticals Inc., L.

9-10 p.m.

ABC-TV 9-9:30 *Man With a Camera*, GE, F; 9:30-10 *77 Sunset Strip*, American Chicle, Whitehall, Carter, Ritchie, F.
CBS-TV 9-9:30 *Zane Grey Theatre*, S. C. Johnson, General Foods, F; 9:30-10 *Playhouse 90*, American Gas Assn., Kimberly-Clark, All State Insurance, F.
NBC-TV 9-9:30 *Behind Closed Doors*, L&M, Whitehall, F; 9:30-10 *The Ford Show*, Ford, L.

10-11 p.m.

ABC-TV 10-10:30 *77 Sunset Strip*, (cont.); 10:30-11 No network service.
CBS-TV 10-11 *Playhouse 90*, (cont.).
NBC-TV 10-10:30 *You Bet Your Life*, Lever, Toni, F; 10:30-11 To be announced, P. Lorillard.

FRIDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 *Leave It to Beaver*, Miles, Ralston, F.
CBS-TV 7:30-8 *Your Hit Parade*, American Tobacco, L.
NBC-TV 7:30-8 *Jefferson Drum*, sust., F.

8-9 p.m

ABC-TV 8-8:30 *Zorro*, Seven-Up, A.C. Sparkplug, F; 8:30-9 *The Real McCoys*, Sylvania, F.
CBS-TV 8-8:30 *Trackdown*, Socony Mobil Oil, American Tobacco, F; 8:30-9 *Jackie Gleason*, Lever, Pharmaceuticals, L.
NBC-TV 8-9 *The Further Adventures of Ellery Queen*, RCA, L.

9-10 p.m.

ABC-TV 9-9:30 *Pat Boone Chevy Showroom*, Chevrolet, L; 9:30-10 *Rough Riders*, P. Lorillard, F.
CBS-TV 9-9:30 *Phil Silvers*, Reynolds, Schick, F; 9:30-10 *Lux Playhouse*, Lever alternating with *Schlitz Playhouse*, Schlitz, F.
NBC-TV 9-9:30 *M-Squad*, American Tobacco, Bulova, F; 9:30-10 *The Thin Man*, Colgate, F.

10-11 p.m.

ABC-TV 10-10:30 *Stars of Jazz*, sust., L; 10:30-11 No network service.
CBS-TV 10-10:30 *The Lineup*, Procter & Gamble, F; 10:30-11 *Person to Person*, P. Lorillard, and sust., L.
NBC-TV 10-10:45 *Calvacade of Sports*, Gillette, L; 10:45-11 *Fight Beat*, Bristol-Myers, L.

SATURDAY MORNING

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *Heckle & Jeckle*, sust., F; 10:30-11 *Mighty Mouse*, General Foods, Colgate-Palmolive, alts., F.
NBC-TV 10-10:30 *Howdy Doody*, Continental Baking, L; 10:30-11 *Ruff & Reddy*, General Foods, Mars Inc., L/F.

11 a.m.-Noon

ABC-TV No network service.
CBS-TV 11-12 *Captain Kangaroo*, Gerber, General Mills, alts., L.
NBC-TV 11-11:30 *Fury*, Borden, General Foods, F; 11:30-12 *Circus Boy*, Mars Inc., F.

SATURDAY AFTERNOON

Noon-1 p.m.

ABC-TV No network service.
CBS-TV 12-1 *Jimmy Dean Show*, sust., L.
NBC-TV 12-12:30 *True Story*, Sterling Drug, L; 12:30-1 *Detective's Diary*, Sterling Drug, F.

1-2 p.m.

ABC-TV No network service.
CBS-TV 1-1:30 *The Lone Ranger*, General Mills, Nestle, alts., F; 1:30-2 No network service.
NBC-TV 1-1:15 *Wheaties Sports Page*, General Mills, L; 1:15-conclusion, *National Collegiate Football*, Sunbeam, Libby-Owens-Ford, Bayuk Cigars, L., with *Football Scoreboard*, Kemper Ins., following games.

2-7:30 p.m.

ABC-TV 5-6 *All-Star Golf*, Miller Brewing, Reynolds Metals, F.
CBS-TV 2-conclusion *Pro-Hockey*, L.
NBC-TV No network service.

SATURDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 *Dick Clark Show*, Beechnut Life Savers, L.
CBS-TV 7:30-8 *Perry Mason*, Nat'l Carbon, Sterling Drug, and sust., F.
NBC-TV 7:30-8 *People Are Funny*, R. J. Reynolds, Toni, F.

8-9 p.m.

ABC-TV 8-9 *Billy Graham*, Billy Graham Evangelistic Assn., L.
CBS-TV 8-8:30 *Perry Mason*, (cont.); 8:30-9 *Wanted—Dead or Alive*, Brown & Williamson, F.
NBC-TV 8-9 *Perry Como Show*, Sunbeam, American Dairy, Kimberly-Clark, RCA-Whirlpool, Noxzema, Chemstrand, L.

9-10 p.m.

ABC-TV 9-10 *Dodge Dancing Party*, Dodge, L.
CBS-TV 9-9:30 *The Gale Storm Show*, Nestle and sust., F.; 9:30-10 *Have Gun, Will Travel*, Lever, Whitehall, F.
NBC-TV 9-9:30 *Steve Canyon*, L&M, F; 9:30-10 *Cimarron City*, sust., F.

10-11 p.m.

ABC-TV 10-10:30 *Music From Manhattan*, Manhattan Shirt, L; 10:30-11 No network service.
CBS-TV 10-10:30 *Gunsmoke*, L&M, Remington Rand, F; 10:30-11 No network service.
NBC-TV 10-10:30 *Cimarron City*, (cont.); 10:30-11 *Brains & Brawn*, L&M, L.

RADIO NETWORK SHOWSHEET

THE PROGRAMS, THE SCHEDULES, THE SPONSORS *Published first issue in each quarter*

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: sust., sustaining; part., participating; alt., alternate sponsor; seg., segmented. All times are NYT. The CBS Radio schedule applies only to the week Sept. 28-Oct. 4.

SUNDAY MORNING

7-8 a.m.

ABC No network service.
CBS No network service.
MBS 7-7:05 *News*, co-op; 7:05-7:30 *America's Top Tunes*, co-op; 7:30-7:35 *News;* 7:35-8:00 *America's Top Tunes*, co-op.
NBC No network service.

8-9 a.m.

ABC 8-8:30 *Radio Bible Class*, Radio Bible Class; 8:30-9 *Wings of Healing*, Dr. Thomas Wyatt.
CBS 8-8:15 *CBS News*, sust.; 8:15-8:30 No network service; 8:30-9 *Sunday Morning Gatherin'*, co-op.
MBS 8-8:05 *News*, co-op.; 8:05-8:30 *America's Top Tunes*, co-cp.; 8:30-8:35 *News;* 8:35-9 *America's Top Tunes*, co-op.
NBC 8-8:05 *News*, sust.; 8:05-8:15 *Great Choirs of America*, sust.; 3:15-8:30 *Faith in Action*, sust., 8:30-9 *Bible Study Hour*, Evangelical Foundation.

9-10 a.m.

ABC 9-9:05 *Weekend News*, sust.; 9:05-9:30 No network service; 9:30-10 *Voice of Prophecy*, Voice of Prophecy Inc.
CBS 9-9:15 *CBS Radio World News Roundup*, seg.; 9:15-9:30 *The Music Room*, sust.; 9:30-10 *Church of the Air*, sust.
MBS 9 9 30 *Wings of Healing*, Wings of Healing; 9:30-10 *Back to God*, Christian Reformed Church.
NBC 9-9:05 *News*, sust.; 9:05-9:15 *World News Roundup*, co-op.; 9:15-9:30 *Art of Living*, sust.; 9:30-10 *Voice of Prophecy*, Voice of Prophecy Inc. (split network with *Bible Study Hour* on remainder.)

10-11 a.m.

ABC 10-10:05 *Weekend News*, sust.; 10:05-10:30 *Message of Israel*, sust.; 10:30-10:55 *Negro College Choirs*, sust.; 10:55-11 *Weekend News*, sust.
CBS 10-10:05 *Robert Trout*, Chevrolet; 10:05-10:30 *E. Power Biggs*, sust.; 10:30-11 *Invitation to Learning*, sust.
MBS 10-10:30 *Radio Bible Class*, Radio Bible Class; 10:30-11 *Voice of Prophecy*, Voice of Prophecy.
NBC 10-10:05 *News*, sust.; 10:05-10:30 *National Radio Pulpit*, sust.; 10:30-11 *Monitor*, part. (Split network with *Voice of Prophecy* on part and *Bible Study Hour* on remainder.)

11 a.m.-Noon

ABC 11-11:30 No network service; 11:30-11:55 *Christian in Action*, sust.; 11:55-12 *Weekend News*, sust.
CBS 11-11:05 *CBS News*, sust.; 11:05-11:15 *Charles Collingwood*, seg.; 11:15-11:30 *As Others See Us*, sust.; 11:30-12 *Salt Lake City Tabernacle Choir*, sust.
MBS 11-11:15 *Frank & Ernest*, Dawn Bible Students Association; 11:15-11:30 *How Christian Science Heals*, First Church of Christ Scientist; 11:30-11:35 *News*, American Telephone and Telegraph Company; 11:35-12 *UN News Around the World*, sust.
NBC 11-12 *Monitor*, part. (11:30-12 split network with *Voice of Prophecy* on part and *Bible Study Hour* on remainder).

SUNDAY AFTERNOON

Noon-1 p.m.

ABC 12-12:30 No network service; 12:30-12:35 *Weekend News*, sust.; 12:35-12:55 *Moods in Melody*, sust.; 12:55-1 *Weekend News*, Reynolds.
CBS 12-12:05 *Robert Trout*, Chevrolet; 12:05-12:30 *Vincent Lopez Orchestra*, sust.; 12:30-1 *Freddy Martin Orch.*, sust.
MBS 12-12:05 *News*, co-op.; 12:05-12:30 *Insight—With Arnold Michaelis*, co-op.; 12:30-12:35 *Sports News*, Quaker State Oil Refining Corp.; 12:35-12:45 *America's Top Tunes*, co-op.; 12:45-1 *How Christian Science Heals*, First Church of Christ Scientist.
NBC 12-12:30 *Monitor*, part.; 12:30-1 *The Eternal Light*, sust. (split network with *Voice of Prophecy*).

1-2 p.m.

ABC 1-1:15 *It's Your Business*, sust.; 1:15-1:30 *As We See It*, sust.; 1:30-1:55 *Pilgrimage*, sust.; 1:55-2 *Weekend News*, R. J. Reynolds.
CBS 1-1:05 *CBS News*, sust.; 1-1:55 *The Best in Music*, seg.; 1:55-2 *CBS News*, sust.
MBS 1-1:15 *News*, co-op.; 1:15-1:30 *Keep Healthy;* 1:30-2 *Lutheran Hour*, Lutheran Laymen's League.
NBC 1-1:30 *Monitor*, part.; 1:30-2 *The Lutheran Hour*, Lutheran Layman's League (split network with *Eternal Light*).

2-3 p.m.

ABC 2-2:30 *Oral Roberts*, Oral Roberts Evangelistic Assn.; 2:30-3 *Herald of Truth*, Highland Churches of Christ.
CBS 2-3 *Football*, seg.
MBS 2-2:05 *News;* 2:05-2:30 *America's Top Tunes*, co-op.; 2:30-2:35 *News*, AT&T; 2:35-3 *America's Top Tunes*, co-op.
NBC 2-2:30 *Monitor*, part.; 2:30-3 *The Catholic Hour*, sust.

3-4 p.m.

ABC 3-3:05 *Weekend News*, Reynolds; 3:05-3:10 *Speaking of Sports*, sust.; 3:10-3:30 *Sammy Kaye Serenade*, sust.; 3:30-4 *Hour of Decision*, Billy Graham Evangelistic Assn.
CBS 3-4 *Football*, seg.
MBS 3-3:05 *News*, co-op.; 3:05-3:30 *America's Top Tunes*, co-op.; 3:30-3:35 *News;* 3:35-4 *America's Top Tunes*, co-op.
NBC 3-4 *Monitor*, part.

4-5 p.m.

ABC 4-4:30 *Old Fashioned Revival Hour*, Gospel Broadcasting Co.; 4:30-5 *Radio Bible Class*, Radio Bible Class.
CBS 4-4:45 *Football*, seg.; 4:45-5 No network service.
MBS 4-4:05 *News*, co-op.; 4:05-4:30 *America's Top Tunes*, co-op.; 4:30-4:35 *News;* 4:35-5 *America's Top Tunes*, co-op.
NBC 4-5 *Monitor*, part.

5-6 p.m.

ABC 5-5:30 *Dr. Bob Pierce*, World Vision Inc.; 5:30-6 *Back to God*, Christian Reformed Church.
CBS 5-5:05 *Robert Trout*, Chevrolet; 5:05-5:30 *Yours Truly Johnny Dollar*, seg.; 5:30-5:55 *FBI in Peace and War*, seg.; 5:55-6 *The Ford Road Show*, Ford.
MBS 5-5:05 *News*, co-op.; 5:05-5:30 *Reporter's Roundup*, co-op.; 5:30-5:35 *Sports News;* 5:35-5:45 *America's Top Tunes*, co-op.; 5:45-6 *News—Gabriel Heatter*, 20-sec. AT&T adjacency.
NBC 5-6 *Monitor*, part.

SUNDAY EVENING

6-7 p.m.

ABC 6-6:15 *Monday Morning Headlines*, R. J. Reynolds; 6:15-6:30 *Paul Harvey News*, Banker's Life & Casualty Co.; 6:30-6:45 *Quincy Howe*, sust.; 6:45-7 *George Sokolsky*, co-op.
CBS 6-6:05 *CBS News*, sust.; 6:05-6:30 *Indictment*, seg.; 6:30-6:55 *Gunsmoke*, seg.; 6:55-7 *Robert Trout*, Chevrolet.
MBS 6-6:05 *News*, co-op.; 6:05-6:15 *America's Top Tunes*, co-op.; 6:15-6:30 *Dr. Poling Answers*, Christian Herald; 6:30-6:35 *News*, National L. P. Gas Council; 6:35-7 *Bill Stern's Sports Beat*, co-op.
NBC 6-6:15 *Monitor*, part.; 6:15-6:30 *On the Line with Bob Considine*, Mutual of Omaha; 6:30-6:32:50 *Monitor*, part.; 6:32:50-7 *Meet the Press*, sust.

7-8 p.m.

ABC 7-7:05 *Speaking of Sports*, sust.; 7:05-7:15 *White House Report*, sust.; 7:15-7:30 *Overseas Assignment*, sust.; 7:30-7:55 No network service; 7:55-8 *Weekend News*, R. J. Reynolds.
CBS 7-7:25 *Frontier Gentleman*, seg.; 7:25-7:30 No network service; 7:30-7:35 *Patti Page*, General Motors; 7:35-8 *Sez Who*, seg.
MBS 7-7:30 *Wings of Healing*, Wings of Healing; 7:30-7:35 *News*, Ex-Lax 20-sec. adjacency; 7:35-8 *Reporter's Roundup*, co-op.
NBC 7-8 *Monitor*, part.

8-9 p.m.

ABC 8-8:05 *Speaking of Sports*, sust.; 8:05-8:30 *This Is the Challenge*, American Foundation for the Blind; 8:30-8:55 *Disaster!*, American National Red Cross; 8:55-9 *Weekend News*, Reynolds.
CBS 8-8:05 *CBS News*, sust.; 8:05-8:55 *Mitch Miller Show*, seg.; 8:55-9 *Patti Page Show*, General Motors.
MBS 8-8:30 *Hour of Decision*, Billy Graham Evangelical Association; 8:30-9 *Lutheran Hour*, Lutheran Laymen's League.
NBC 8-9 *Monitor*, part.

9-10 p.m.

ABC 9-9:05 *Speaking of Sports*, sust.; 9:05-9:30 No network service; 9:30-9:55 *College News Conference*, sust.; 9:55-10 *News*, R. J. Reynolds.
CBS 9-9:05 *CBS News*, sust.; 9:05-9:30 *The World Tonight*, sust.; 9:30-10 *Face the Nation*, sust.
MBS 9-9:05 *News*, co-op.; 9:05-9:30 *Music Beyond the Stars*, co-op.; 9:30-9:35 *Sports News;* 9:35-9:45 *Virgil Pinkley—News*, sust.; 9:45-10 *Dan Smoot Show*, co-op.
NBC 9-10 *Monitor*, part.

10-11 p.m.

ABC 10-10:15 *Erwin Canham*, sust.; 10:15-10:30 No network service; 10:30-11 *Revival Time*, Assemblies of God.
CBS 10-10:05 *Wells Church and the News*, Oldsmobile; 10:05-10:15 *Sunday Sports Resume*, seg.; 10:15-10:30 *Glenn Miller Orch. with Ray McKinley*, sust.; 10:30-11 *Church of the Air*, sust.
MBS 10-10:30 *Marian Theatre;* 10:30-10:35 *News—John T. Flynn*, America's Future; 10:35-10:45 *News—John T. Flynn*, co-op.; 10:45-11 *Music Beyond the Stars*, co-op.
NBC 10-10:30 *Hour of Decision*, Billy Graham Evangelistic Society (split network with *Monitor*, part., on remainder of network); 10:30-11 *Youth Wants to Know*, sust.

11 p.m-Midnight

ABC 11-11:05 *Weekend News*, Reynolds; 11:05-11:55 No network service; 11:55-12 *Late News*, sust.
CBS 11-11:10 *CBS News*, sust.; 11:10-11:30 *Chuy Reyes Orch.*, sust.; 11:30-12 *Dance Orchestra*, sust.
MBS 11-11:05 *News*, co-op.; 11:05-11:30 *Music Beyond the Stars*, co-op.; 11:30-11:35 *News*, AT&T 20-sec. adjacency; 11:35-12 *Music Beyond the Stars*, co-op.
NBC 11-12 *Monitor*, part. (11-11:30 split network with *Hour of Decision* on remainder).

Midnight-1 a.m.

ABC No network service.
CBS 12-12:05 *News*, sust.; 12:05-1 No network service.
MBS No network service
NBC 12-12:05 *News*, sust.; 12:05-1 No network service.

MONDAY-FRIDAY MORNING

7-8 a.m.

ABC No network service.
CBS 7-7:05 *Musical Variety*, Reynolds; 7:05-7:45 No network service; 7:45-7:50 *Ned Calmer News;* 7:50-7:55 No network service; 7:55-8 *Ned Calmer*, Reynolds.
MBS 7-7:05 *News*, co-op.; 7:05-7:30 *America's Top Tunes*, co-op.; 7:30-7:35 *Colgate Sportsreel with Bill Stern*, Colgate-Palmolive; 7:35-8 *America's Top Tunes*, co-op.
NBC No network service.

8-9 a.m.

ABC 8-8:15 *News Around the World;* 8:15-8:55 No network service; 8:55-9 *Paul Harvey News*, Beltone.
CBS 8-8:15 *World News Roundup*, co-op.; 8:15-8:55 No network service; 8:55-9 *Musical Variety*, Reynolds.
MBS 8-8:15 *News*, co-op.; 8:15-8:30 *America's Top Tunes*, co-op.; 8:30-8:35 *Colgate Sportsreel with Bill Stern*, Colgate-Palmolive; 8:35-9 *America's Top Tunes*, co-op.
NBC No network service.

9-10 a.m.

ABC 9-10 *Breakfast Club*, part., Campana, American Cyanamid, Kretschmer, Appian Way Pizza, Kitchen Art Food, Sandura, Clairoil, KVP, Mentholatum, Scholl, Magla Products, Wright Silver Polish, Niagara.
CBS 9-9:15 *CBS Radio News of America*, co-op.; 9:15-9:20 *Musical Variety*, Reynolds; 9:20-10 No network service.
MBS 9-9:15 *Robert F. Hurleigh News*, co-op.; 9:15-9:30 *America's Top Tunes*, co-op.; 9:30-9:35 *News*, Seeman Bros., Camels, General Foods; 9:35-10 *America's Top Tunes*, co-op.
NBC 9-9:05 *News*, part.; 9:05-9:30 No network service; 9:30-9:45 *World News Roundup*, co-op.; 9:45-10 No network service.

10-11 a.m.

ABC 10-10:25 No network service; 10:25-10:30 *Commentary—Linton Wells;* 10:30-10:55 No network service; 10:55-11 *Late News*, Ex-Lax.
CBS 10-11 *Arthur Godfrey Time*, part.
MBS 10-10:05 *News*, co-op.; 10:05-10:30 *Kate Smith*, co-op.; 10:30-10:35 *News*, Pepsi-Cola, General Foods; 10:35-10:40 *Bill Stern Sportsreel*, Colgate-Palmolive; 10:40-10:45 *Boris Karloff Presents*, co-op.; 10:45-10:50 *Gaylord Hauser*, co-op.; 10:50-10:55 *Fred Robbins—Assignment Hollywood*, co-op.; 10:55-11 *The Big Decision*, co-op.
NBC 10:10:05 *News*, part.; 10:05-11 *My True Story*, part.

11 a.m.-Noon

ABC 11-11:25 No network service; 11:25-11:30 *Commentary—Bob Fleming*, sust.; 11:30-11:55 No

network service; 11:55-12 *Late News*, General Foods, Pepsi-Cola.
CBS 11-11:05 *Ned Calmer*, Reynolds; 11:05-11:30 *Whispering Streets*, seg.; 11:45-12 *Howard Miller*, Wrigley.
MBS 11-11:05 *News*, co-op.; 11:05-11:30 *Kate Smith*, co-op. and Reader's Digest; 11:30-11:35 *News*, Seeman, L. P. Gas Council, Pepsi-Cola, Ex-Lax, General Foods; 11:35-12 *Queen for a Day*, co-op.
NBC 11-11:05 *News*, part.; 11:05-12 *Bert Parks' Bandstand*, part.

MONDAY-FRIDAY AFTERNOON

Noon-1 p.m.

ABC 12-12:15 *Paul Harvey*, co-op.; 12:15-12:20 *Sunshine Boys*, Sterling Drugs; 12:20-12:55 No network service; 12:55-1 *Late News*, General Foods, Pepsi-Cola.
CBS 12-12:05 *Larry Lesueur*, Miles Labs; 12:05-12:15 *Peter Lind Hayes and Mary Healy*, Staley; 12:15-12:30 *Backstage Wife*, part.; 12:30-12:45 *Romance of Helen Trent*, part.; 12:45-1 *Our Gal Sunday*, part.
MBS 12-12:05 *News*, co-op.; 12:05-12:15 *America's Top Tunes*, co-op.; 12:15-12:30 *The Answer Man*, co-op. and Hudson Vitamin; 12:30-12:35 *News*, Helene Seager, Gen. Foods, Pepsi-Cola; 12:35-1 No network service.
NBC 12-12:05 *News.*, part.; 12:05-1 No network service.

1-2 p.m.

ABC 1-1:55 No network service; 1:55-2 *Late News*, Ex-Lax, Gen. Foods.
CBS 1-1:15 *This Is Nora Drake*, part.; 1:15-1:30 *Ma Perkins*, part.; 1:30-1:45 *Young Dr. Malone*, part.; 1:45-2 *The Road of Life*, part.
MBS 1-1:15 *News*, Cedric Foster, co-op.; 1:15-1:30 *America's Top Tunes*, co-op.; 1:30-1:35 *News—Gabriel Heatter*, General Foods, Hudson Vitamins; 1:35-2 *America's Top Tunes*, co-op.
NBC 1-1:05 *News*, part.; 1:05-2 No network service.

2-3 p.m.

ABC 2-2:55 No network service; 2:55-3 *Late News*, Gen. Foods.
CBS 2-2:05 *News With Bill Downs;* 2:05-2:15 *The Right to Happiness*, part.; 2:15-2:30 *Second Mrs. Burton*, part.; 2:30-2:45 *The Couple Next Door*, part.; 2:45-3 *Just Entertainment.*
MBS 2-2:05 *News*, co-op.; 2:05-2:30 *America's Top Tunes*, co-op.; 2:30-2:35 *News*, General Foods, Pepsi-Cola, Ex-Lax; 2:35-3 *America's Top Tunes*, co-op.
NBC 2-2:05 *News*, part.; 2:05-2:30 *Don Ameche's Real Life Stories*, part.; 2:30-2:45 *One Man's Family*, part.; 2:45-3 *The Affairs of Dr. Gentry*, part.

3-4 p.m.

ABC 3-3:25 No network service; 3:25-3:30 *Commentary—Linton Wells*, sust.; 3:30-3:55 No network service· 3:55-4 *Late News*, General Foods.
CBS 3-3:30 *Houseparty*, part.; 3:30-3:45 No network service; 3:45-3:50 *Musical Variety*, sust.; 3:50-4 No network service.
MBS 3-3:05 *News*, co-op.; 3:05-3:30 *America's Top Tunes*, co-op.; 3:30-3:35 *News;* 3:35-4 *America's Top Tunes*, co-op.
NBC 3-3:05 *News*, part.; 3:05-3:30 *Five Star Matinee*, part.; 3:30-3:45 *Woman in My House*, part.; 3:45-4 *Pepper Young's Family*, part.

4-5 p.m.

ABC 4-4:25 No network service; 4:25-4:30 *Commentary—Don Goddard*, sust.; 4:30-4:55 No network service; 4:55-5 *Late News*, Pepsi-Cola.
CBS 4-4:55 No network service; 4:55-5 *CBS News*, sust.
MBS 4-4:05 *News*, co-op.; 4:05-4:30 *America's Top Tunes*, co-op.; 4:30-4:35 *News*, Ex-Lax; 4:35-4:45 No network service; 4:45-5 *America's Top Tunes*, co-op.
NBC 4-4:05 *News*, part.; 4:05-4:55 No network service; 4:55-5 *Richard Harkness*, Ralston Purina.

5-6 p.m.

ABC 5-5:25 No network service; 5:25-5:30 *Commentary—Don Goddard;* 5:30-5:55 No network service; 5:55-6 *Late News*, sust.
CBS 5-6 No network service (Fri.) 5:30-5:45 *U.N. On the Record*, sust.
MBS 5-5:05 *News*, co-op.; 5:05-5:30 *America's Top Tunes*, co-op.; 5:30-5:35 *News*, Seeman, Pepsi-Cola, Ex-Lax; 5:35-5:45 No network service; 5:45-6 *America's Top Tunes*, co-op.
NBC 5-5:05 *News*, part.; 5:05-5:30 No network service; 5:30-5:35 *Daily Business Trends* (local station participation); 5:35-6 No network service.

MONDAY-FRIDAY EVENING

6-7 p.m.

ABC 6-6:15 No network service; 6:15-6:30 *Quincy Howe*, co-op.; 6:30-6:40 *John Daly*, GMC (Cadillac); 6:40-6:45 *Paul Harvey*, Midas, Reynolds; 6:45-6:50 *Late Sports*, GMC Trucks; 6:50-7 No network service.

CBS 6-6:05 *Allan Jackson*, sust.; 6:05-6:45 No network service; 6:45-7 *Lowell Thomas*, Delco.
MBS 6-6:05 *News*, Gabriel Heatter, co-op.; 6:05-6:30 (Mon.-Thurs.) *America's Top Tunes*, co-op.; (Fri.) *The Big Decision*, co-op.; 6:30-6:35 *News*, Rid-X, Camel; 6:35-7 *America's Top Tunes*, co-op.
NBC 6-6:05 *News*, part.; 6:05-6:45 No network service; 6:45-7 *Three Star Extra*, Sun Oil Co., and co-op., and sust.

7-8 p.m.

ABC 7-7:15 *Edward P. Morgan*, AFL-CIO; 7:15-7:55 (Mon., Tues., Thurs., Fri.) No network service; 7:55-8 *Late News*, sust.; 7:30-8 (Wed.) *Plymouth Show With Lawrence Welk*, Plymouth.
CBS 7-7:05 *Sports Time With Phil Rizzuto*, Reynolds; 7:05-7:30 *Amos 'n' Andy Music Hall*, seg.; 7:30-7:35 *Business News With Walter Cronkite*, Hertz; 7:35-7:45 *Answer Please*, seg.; 7:45-8 *Edward R. Murrow With the News*, sust.
MBS 7-7:15 *Fulton Lewis Jr.*, co-op.; 7:15-7:30 *Assignment People;* 7:30-7:35 *News—Gabriel Heatter*, Hudson Vitamins, Rid-X. AT&T, Seeman; 7:35-8 (Mon.) *Magic of Music*, co-op.; (Tues.) *The Army Hour;* (Wed.) *Family Theatre;* (Thurs.) *By the People;* (Fri.) *Lombardoland, USA.*
NBC 7-7:05 *News*, part.; 7:05-7:15 No network service; 7:15-7:30 *Alex Dreier*, co-op.; 7:30-7:45 *News of the World*, part.; 7:45-8 *Life and the World*, part.

8-9 p.m.

ABC 8-8:25 (Mon., Tues., Thurs., Fri.) No network service; 8:25-8:30 *Commentary, Quincy Howe*, sust.; 8-8:30 *Plymouth Show*, cont.; 8:30-8:55 No network service; 8:55-9 *Late News*, sust.
CBS 8-8:30 (Mon.) *Robert Q. Lewis Show*, seg.; 8-8:25 (Tues.-Thurs.) *Robert Q. Lewis*, seg.; 8:25-8:30 *Patti Page Show*, Gen. Motors; 8:30-8:35 *CBS News*, sust.; 8:35-9 (Mon.) *Burt & Gloria*, sust.; (Tues.) *Mood Piece*, sust.; (Wed.) *Upbeat, Wednesday Night*, sust.; (Thurs.) *Stuart Foster Show*, sust.; (Fri.) *The Light Touch*, sust.
MBS 8-8:05 *News*, co-op.; 8:05-8:30 *The World Today*, Hudson Vitamins; Ex-Lax, AT&T, Quaker State Oil, Seeman; 8:30-8:35 *Bill Stern*, AT&T; 8:35-9 *Capital Assignment*, co-op.
NBC 8-8:05 *News*, part.; 8:05-8:30 (Mon.) *You Bet Your Life*, part.; (Tues.) *Nightline*, part.; (Wed.) *People Are Funny*, part.; (Thurs.) *Nightline*, part.; (Fri.) *Monitor*, part.; 8:30-9 (Mon.-Thurs.) *Nightline*, part.; 8:30-9 (Fri.) *Monitor*, part.

9-10 p.m.

ABC 9-9:55 No network service; 9:55-10 *People in the News*, sust.
CBS 9-9:05 *Robert Trout*, Chevrolet; 9:05-9:25 *The World Tonight*, seg.; 9:25-9:30 *News Analysis With Eric Severeid;* 9:30-10 (Mon.) *Capitol Cloakroom*, sust.; (Tues.) *The Last Word*, sust. (Wed.) *The Leading Question*, sust.; (Thurs.) *Earl Bostic Quintet*, sust.; (Fri.) *Ralph Flanagan Orch.*, sust.
MBS 9-9:05 *News*, co-op.; 9:05-9:15 *UN Radio Review;* 9:15-9:30 *Music Beyond the Stars*, co-op.; 9:30-9:35 *News*, AT&T; 9:35-10 *Music Beyond the Stars*, co-op.
NBC 9-10 (Mon.-Thurs.) *Nightline*, part.; (Fri.) 9-9:55 *Monitor*, part.; 9:55-10 *News*, part.

10-11 p.m.

ABC 10-10:05 *John W. Vandercook*, AFL-CIO; 10:05-10:30 No network service; 10:30-10:55 *Labor Rackets Hearings*, sust.; 10:55-11 *Late News*, sust.
CBS 10-10:05 *CBS News With Douglas Edwards*, Oldsmobile; 10:05-10:30 *Clair Perrault Orch.*, sust.; (Tues. & Wed.) *Bill Snyder Trio*, sust.; (Thurs.) *Andy Powell Orch*, sust.; (Fri.) *Stan Kenton Orch.*, sust.; 10:30-11 (Mon.) *Leon Kelner Orch.*, sust.; (Tues.) *Clair Perrault Orch.*, sust.; (Wed. & Thurs.) *Jonah Jones Orch.*, sust.; (Fri.) *Lenny Herman Orch.*, sust.
MBS 10-10:05 *News*, co-op.; 10:05-10:30 *Music Beyond the Stars*, co-op.; 10:30-10:35 *News*, AT&T; 10:35-11 *Music Beyond the Stars*, co-op.
NBC 10-10:05 (Mon.-Thurs.) *News*, part.; 10:05-10:30 (Mon.) *International Bandstand*, sust.; (Tues.-Thurs.) *Treasury of Music*, sust.; (Fri.) 10-10:30 *Boxing*, Gillette; 10:30-10:45 (Mon.-Thurs.) *News of the World* (rpt.), part.; 10:45-11 (Mon.-Thurs.) *Life and the World* (rpt.), part.; (Fri.) 10:30-11 *Sports Highlights*, part.

11 p.m-Midnight

ABC 11-11:55 No network service; 11:55-12 *Late News*, sust.
CBS 11-11:10 *CBS News*, sust.; 11:10-11:30 (Mon. & Thurs.) *Cass Harrison Orch.*, sust.; (Tues. & Fri.) *Dance Orch.*, sust.; (Wed.) *Earl Bostic Quintet*, sust.; 11:30-12 (Mon.-Wed.) *Chuy Reyes Orch.*, sust.; (Thurs. & Fri.) *Dance Orch.*, sust.
MBS 11-11:05 *News*, co-op.; 11:05-11:30 *Music Beyond the Stars*, co-op.; 11:30-11:35 *News*, AT&T, Quaker State Oil; 11:35-12 *Music Beyond the Stars*, co-op.
NBC 11-11:05 *News*, part.

[NOTE: NBC programs, except those listed co-op., fully sponsored, or sustaining, are sold to various network participating sponsors.]

SATURDAY MORNING

7-8 a.m.

ABC No network service.
CBS No network service.
MBS 7-7:05 *News*, co-op.; 7:05-7:30 *America's Top Tunes*, co-op.; 7:30-7:35 *News*, R. J. Reynolds; 7:35-8 *America's Top Tunes*, co-op.
NBC No network service.

8-9 a.m.

ABC 8-8:05 *News Around the World*, sust.; 8:05-8:55 No network service; 8:55-9 *Weekend News*, R. J. Reynolds.
CBS 8-8:15 *World News Roundup*, co-op.; 8:15-9 No network service.
MBS 8-8:05 *News*, co-op.; 8:05-8:30 *America's Top Tunes*, co-op.; 8:30-8:35 *News*, R. J. Reynolds; 8:35-9 *America's Top Tunes*, co-op.
NBC No network service.

9-10 a.m.

ABC 9-9:55 No network service; 9:55-10 *Weekend News*, R. J. Reynolds.
CBS 9-9:15 *News of America*, co-op.; 9:15-9:30 *Man Around the House*, seg.; 9:30-9:45 *CBS Radio Farm News*, seg.; 9:45-10 *Garden Gate*, seg.
MBS 9-9:05 *News*, co-op.; 9:05-9:30 *America's Top Tunes*, co-op.; 9:30-9:35 *News*, Camel, Pepsi-Cola; 9:35-10 *America's Top Tunes*, co-op.
NBC 9-9:05 *News*, 9:05-10 *Monitor*, part.

10-11 a.m.

ABC 10-10:55 No network service; 10:55-11 *Weekend News*, R. J. Reynolds.
CBS 10-10:05 *Allan Jackson & the News*, Chevrolet; 10:05-11 *Galen Drake Show*, seg.
MBS 10-10:05 *News*, co-op.; 10:05-10:30 *America's Top Tunes*, co-op.; 10:30-10:35 *News*, Camel, Pepsi-Cola; 10:35-11 *America's Top Tunes*, co-op.
NBC 10-11 *Monitor*, part.

11 a.m.-Noon

ABC 11-11:55 No network service; 11:55-12 *Weekend News*, Reynolds.
CBS 11-11:05 *Allan Jackson & the News*, Chevrolet; 11:05-11:55 *Robert Q. Lewis Show*, seg.; 11:55-12 *Business News With Bill Downs*, Hertz.
MBS 11-11:05 *News*, co-op.; 11:05-11:30 *America's Top Tunes*, co-op.; 11:30-11:35 *News*, Nat'l L. P. Gas Council, Ex-Lax; 11:35-12 *America's Top Tunes*, co-op.
NBC 11-12 *Monitor*, part.

SATURDAY AFTERNOON

Noon-1 p.m.

ABC 12-12:25 No network service; 12:25-12:30 *News*, sust.; 12:30-12:55 *The American Farmer*, sust.; 12:55-1 *Weekend News*, Reynolds.
CBS 12-12:05 *Allan Jackson & the News*, Chevrolet; 12:05-12:30 *Amos 'n' Andy Music Hall*, seg.; 12:30-12:55 *Gunsmoke*, seg.; 12:55-1 *Business News With Bill Downs*, Hertz.
MBS 12-12:05 *News*, co-op.; 12:05-12:30 *Wheel of Chance*, co-op.; 12:30-12:35 *Sports News*, Camel; 12:35-1 *Wheel of Chance.*
NBC 12-12:25 *National Farm and Home Hour*, Allis-Chalmers (limited network only remainder of stations available are sustaining) (split network with *Monitor);* 12:25-12:30 *Alex Dreier*, Morton Salt; 12:30-12:45 *Red Foley*, Hess & Clark; 12:45-1 *Monitor*, part.

1-2 p.m.

ABC 1-1:05 *Speaking of Sports*, sust.; 1:05-1:30 *Andy Reynolds Ranch Boys*, sust.; 1:30-1:55 *Shake the Maracas*, sust.; 1:55-2 *Weekend News*, Reynolds.
CBS 1-1:05 *Allan Jackson & the News*, Chevrolet; 1:05-1:30 *City Hospital*, seg.; 1:30-1:45 *Adventures in Science*, sust.; 1:45-2 *Entertainment USA*, sust.
MBS 1-1:05 *News*, co-op.; 1:05-1:15 No network service; 1:15-1:30 *America's Top Tunes;* 1:30-1:35 *News*, Pepsi-Cola, Camel; 1:30-2 *All-Service Football Games*, Philco.
NBC 1-2 *Monitor*, part.

2-3 p.m.

ABC 2-2:55 *Notre Dame Football*, Pontiac; 2:55-3 *Weekend News*, Reynolds.
CBS 2-2:05 *Allan Jackson & the News*, Chevrolet; 2:05-2:30 *Vincent Lopez Orch.*, sust.; 2:30-3 *Clair Perrault Orch.*, sust.
MBS 2-2:05 *News*, co-op.; 2:05-2:30 *All Service Football*, cont.; 2:30-2:35 *News;* 2:35-3 *All Service Football*, cont.
NBC 2-3 *Monitor*, part.

3-4 p.m.

ABC 3-3:55 *Notre Dame Football*, cont.; 3:55-4 *Weekend News*, Reynolds.
CBS 3-3:05 *Allan Jackson & the News*, Chevrolet; 3:05-3:30 *Lenny Herman Orch.*, sust.; 3:30-4 *Earl "Fatha" Hines Orch.*, sust.
MBS 3-3:05 *News*, co-op.; 3:05-3:30 *Football*, cont.; 3:30-3:35 *News;* 3:35-4 *Football*, cont.
NBC 3-4 *Monitor*, part.

4-5 p.m.

ABC 4-4:55 *Notre Dame Football*, cont.; 4:55-5 *Weekend News*, Reynolds.
CBS 4-4:05 *Allan Jackson & the News*, Chevrolet; 4:05-4:30 *Dance Orch.*, sust.; 4:30-5 *U. S. Army Show*, sust.
MBS 4-4:05 *News*, co-op.; 4:05-4:30 *Football*, cont.; 4:30-4:35 *News;* 4:35-5 *Football*, cont., or *America's Top Tunes*, co-op.
NBC 4-5 *Monitor*, part.

5-6 p.m.

ABC 5-5:30 No network service; 5:30-5:35 *Speaking of Sports*, sust.; 5:35-5:55 No network service; 5:55-6 *Weekend News*, R. J. Reynolds.
CBS 5-5:05 *CBS News*, sust.; 5:05-5:30 *Jazz Central*, sust.; 5:30-6 *Make Way for Youth*, sust.
MBS 5-5:05 *News*, co-op.; 5:05-5:30 *America's Top*

Tunes, co-op.; 5:30-5:35 *Sports News*, Quaker State Oil; 5:35-6 *America's Top Tunes*, co-op.
NBC 5-6 *Monitor*, part.

SATURDAY EVENING

6-7 p.m.

ABC 6-6:30 *Navy Hour*, sust.; 6:30-6:35 *Speaking of Sports*, sust.; 6:30-6:55 No network service; 6:55-7 *Weekend News*, Reynolds.
CBS 6-6:05 *CBS News*, sust.; 6:05-6:30 *New Orleans Jazz Band*, sust.; 6:30-6:55 *Saturday at the Chase*, sust., 6:55-7 *CBS News*, sust.
MBS 6-6:05 *News*, co-op.; 6:05-6:15 *America's Top Tunes*, co-op.; 6:15-6:30 *Viewpoint;* 6:30-6:35 *News*, National L. P. Gas Council; 6:35-7 *America's Top Tunes*, co-op.
NBC 6-7 *Monitor*, part.

7-8 p.m.

ABC 7-7:30 *At Ease*, sust.; 7:30-7:35 *Speaking of Sports*, sust.; 7:35-7:55 No network service; 7:55-8 *Weekend News*, Reynolds.
CBS 7-7:05 *Sports Time With Phil Rizzuto;* 7:05-7:10 No network service; 7:10-7:30 *Sports Feature*, seg.; 7:30-7:35 *The Patti Page Show*, Gen. Motors; 7:35-8 *Suspense*, seg.
MBS 7-7:05 *News*, co-op.; 7:05-7:30 *Hawaii Calls;* 7:30-8 *Word of Life Hour*, Word of Life.
NBC 7-8 *Monitor*, part.

8-9 p.m.

ABC 8-8:30 *Vincent Lopez Show*, sust.; 8:30-8:55 No network service; 8:55-9 *Weekend News*, Reynolds.
CBS 8-8:05 *CBS News*, sust.; 8:05-8:30 *World Tonight*, seg.; 8:30-9 *New York Philharmonic;* with five-minute intermission for *CBS News With Wells Church*, Oldsmobile.
MBS 8-8:05 *News*, co-op.; 8:05-8:30 *Bandstand, U. S. A.*, co-op.; 8:30-8:35 *Sports News*, AT&T; 8:35-9 *Bandstand, U. S. A.*, co-op.
NBC 8-9 *Monitor*, part.

9-10 p.m.

ABC 9-9:25 *Lawrence Welk's Army Show*, sust.; 9:25-9:30 *Speaking of Sports*, sust.; 9:35-9:55 No network service; 9:55-10 *Weekend News*, Reynolds.
CBS 9-10 *New York Philharmonic*, continued.
MBS 9-9:05 *News*, co-op.; 9:05-9:30 *Bandstand, U. S. A.;* 9:30-9:35 *News;* 9:35-10 *Bandstand, U. S. A.*
NBC 9-10 *Monitor*, part.

10-11 p.m.

ABC 10-10:30 No network service; 10:30-10:35 *Speaking of Sports*, sust.; 10:35-10:55; No network service; 10:55-11 *Weekend News*, Reynolds.
CBS 10-10:30 *New York Philharmonic*, cont.; 10:30-11 *Lenny Herman Orch.*, sust.
MBS 10-10:05 *News*, co-op.; 10:05-10:30 *Music Beyond the Stars*, co-op.; 10:30-10:35 *News*, National L. P. Gas Council; 10:35-11 *Music Beyond the Stars*, co-op.
NBC 10-10:30 *Monitor*, part.; 10:30-11 *Grand Ole Opry*, Reynolds (limited network only with remainder of stations available on sustaining basis).

11 p.m-Midnight

ABC 11-11:55 No network service; 11:55-12 *Weekend News*, sust.
CBS 11-11:10 *CBS News*, sust.; 11:10-11:30 *Bill Snyder Trio*, sust.; 11:30-12 *Earl Bostic Quintet*, sust.
MBS 11-11:05 *News*, co-op.; 11:05-11:30 *Music Beyond the Stars*, co-op.; 11:30-11:35 *News*, Quaker State Oil, AT&T; 11:35-12 *Music Beyond the Stars*, co-op.
NBC 11-12 *Monitor*, part.
[NOTE: All NBC programs listed as participating are sold to various sponsors on a participation basis. *On-The-Hour News* is sponsored on a major-minor commercial basis by various advertisers.]

Midnight-1 a.m.

ABC, NBC, MBS No network service.
CBS 12-12:05 *CBS News*, sust.; 12:05-1 No network service.

Station Authorizations, Applications

As Compiled by BROADCASTING

Sept. 25 through Oct. 1

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. *—educ.

New Tv Stations

APPLICATIONS

Wailuku, Maui, Hawaii—Radio Honolulu Ltd. ch. 8 (180-186 mc); ERP 1.933 kw vis., .967 kw aur., ant. height above average terrain 5,764 ft., above ground 26 ft. Estimated construction cost $38,816, first year operating cost $25,000, revenue (satellite operation). P. O. address 1170 Auahi St., Honolulu. Studio location 1170 Auahi St. Transmitter location Wailuku (summit of Mt. Haleadala). Geographic coordinates 20° 42' 41" N. Lat., 156° 15' 26" W. Long. Transmitter RCA, antenna GE. Legal counsel Kirkland, Ellis, Hodson, Chaffetz and Masters, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Applicant is licensee of **KONA-TV Honolulu.** Application is for satellite to rebroadcast KONA-TV programs in Maui. Announced Oct. 1.

High Point, N. C.—High Point Tv Co. ch. 8 (180-186 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 1106 ft., above ground 1075 ft. Estimated construction cost $1,100,000, first year operating cost $750,000, revenue $750,000. P. O. address Box 1590, High Point. Studio location High Point. Trans. location near New Market. Geographic coordinates 35° 50' 30.4" N. Lat., 79° 51' 4.7" W. Long. Trans., ant. GE. Legal counsel Philip J. Hennessey Jr., Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Ownership: **George W. Lyles Jr.** (17%), owner of 15% of **WTNC Thomasville, N. C.;** wholesale food distributor **George E. Hutchens** (18%); publisher **David A. Rawley** (18%); box manufacturer **I. Paul Ingle** (17%); **Dorothy P. Terry,** publishing interests (18%), and **Holt McPherson** (12%), owner of 69% of **WOHS-AM-FM Shelby, N. C.** Announced Oct. 1.

Existing Tv Stations

APPLICATION

WSIL-TV Harrisburg, Ill.—Cp to operate on ch. 3, 60-66 mc, ERP, vis. 100 kw, aur. 50 kw, ant. height above average terrain 882 ft.; trans. location 2 miles west of **Creal Springs, Ill.;** studio location 21 West Poplar Street, Harrisburg, Ill.

Translators

APPLICATIONS

Maupin, Ore.—Maupin Tv Corp. Ch. 72, ERP 100 w. P. O. address % Estel L. Stovall, Maupin. Estimated construction cost $6,573, first year operating cost $700. To rebroadcast programs of **KOIN-TV Portland, Ore.** Announced Oct. 1.

Wallowa Valley, Ore.—Wallowa Valley Tv Assn. Inc.—Ch. 71, ERP 130.2 w. P. O. address % Wayne McFetridge, Enterprise, Ore. Estimated construction cost $11,020, first year operating cost $3,500. To rebroadcast programs of **KHQ-TV Spokane, Wash.** Announced Oct. 1.

New Am Stations

ACTIONS BY FCC

Anderson, Calif.—Universal Electronics Network.—Granted 1380 kc, 1 kw D. P. O. address John F. Carter, 100 Montgomery St., San Francisco, Calif. Estimated construction cost $27,219, first year operating cost $24,000, revenue $45,000. Owners are **Dante P. Lembi** and **Louis O. Kelso** (each 50%). Mr. Lembi is investment and property management expert; Mr. Kelso is attorney. Announced Oct. 1.

Westport, Conn.—Westport Bcstg. Co.—Granted 1260 kc, 1 kw D. P. O. address % Norman J. Bernstein, P. O. Box 373, Westport. Estimated construction cost $20,000, first year operating cost $55,000, revenue $70,000. Principals include Pres. **Paul Zabin** (20%), owner children's apparel shops; Vice Pres. **George H. Cardozo** (10%) free-lance photographer; Vice Pres. **Robert P. Keim** (5%) account executive, Adv. Council Inc.; Treas. **Philip Langner** (12%), manager Westport Country Playhouse; Sec. **Norman J. Bernstein** (15%), attorney; **Lawrence Langner** (6.5%), attorney, co-owner and director, The Theatre Guild; **Armina Marshall Langner** (6.5%), co-owner and director, The Theatre Guild, and Asst. Treas. **Garo W. Ray** (15%), consulting radio engineer, owner of Cine-Video Productions Inc. Announced Oct. 1.

Beacon, N. Y.—West Shore Bcstg. Co., 1260 kc, 1 kw D. P. O. address % Alfred Dresner, 66 Court St., Brooklyn, N. Y. Estimated construction cost $17,131, first year operating cost $26,855, revenue $36,000. Principals include **Samuel Babbit** (35%), manufacturer of sample card printing and promotion works; **Saul Dresner** (20%), director M. C. Schwerin Research Corp., program commercial testing; **Alfred Dresner** (20%), attorney; **Leonard Wechsler** (Bob Leonard) (20%), announcer WRIT Milwaukee, Wis., and **Robert Gessner** (5%), chief engineer WVOS Liberty, N. Y. Announced Oct. 1.

APPLICATIONS

West Memphis, Ark.—Crittenden County Bcstg. Co., 730 kc, 250 w D. P. O. address 401 S. 21st St., West Memphis, Tenn. Estimated construction cost $17,298, first year operating cost $64,100, revenue $72,000. Owners are sheeting and painting contractor **R. E. Blackford** (75%), and advertising man **Hugh Murphy** (25%). Announced Sept. 24.

Ojai, Calif.—Rex O. Stevenson, 1320 kc, 500 w D. P. O. address 3560 Washington St., San Francisco. Estimated construction cost $25,700, first year operating cost $36,000, revenue $47,000. Mr. Stevenson, sole owner, has numerous business interests in San Francisco. Announced Sept. 29.

Marathon, Fla.—Key Bcstg. Co., 1300 kc, 500 w D. P. O. address % John W. Betts, Maysville, Ky. Estimated construction cost $87,740, first year operating cost $50,000, revenue $60,000. Ownership: **Gilmore N. Nunn,** one-third (30% of **WBIR-AM-FM-TV Knoxville, Tenn.**); **J. M. Finch Sr.** and **Charles P. Clarke,** each 22.22% (each 48% of **WFTM Maysville, Ky.**), and **J. W. Betts,** 22%, (WFTM general manager). Announced Sept. 25.

Palmetto, Fla.—James A. McKechnie, 1220 kc, 1 kw D. P. O. address 724 Allen St., Syracuse, N. Y. Estimated construction cost $40,636, first year operating cost $68,000, revenue $75,000. Mr. McKechnie, sole owner, is with WNDR Syracuse. Announced Sept. 25.

Winfield, Kan.—Courtney Bcstg. Co. 1550 kc, 250 w D. P. O. address 3576 W. 11th St., Wichita, Kan. Estimated construction cost $16,423, first year operating cost $42,767, revenue $46,120. **Ira E. Courtney, KAKE Wichita** chief engineer, is sole owner. Announced Sept. 24.

Irvine, Ky.—Irvenna Bcstg. Co. 1550 kc, 1 kw D. P. O. address Box 26, Pineville, Ky. Estimated construction cost $15,257, first year operating cost $29,500, revenue $35,000. **South C. Bevins,** sole owner, is general manager, WMLF Pineville, Ky. Announced Sept. 26.

Baton Rouge, La.—Tiger Bcstg. Co. 1550 kc, 1 kw D. P. O. address % Louis Alford, McComb, Miss. Estimated construction cost $15,324, first year operating cost $36,000, revenue $50,000. Principals are theatre-owner **Theodore G. Solomon** (50%), and **Albert M. Smith** and **Louis Alford,** each 25%, who each own one-third of **WAPF McComb, WMDC Hazlehurst** and **WDAL Meridian,** all **Mississippi.** Announced Sept. 26.

Beverly, Mass.—WKOX Inc. 1550 kc, 1 kw D. P. O. address Mount Wayte, Framingham, Mass. Estimated construction cost $28,693, first year operating cost $55,000, revenue $65,000. Applicant is licensee of **WKOX Framingham.** Announced Oct. 1.

Advertisement

Murray Carpenter

Ellsworth, Me.—Hancock Bcstg. Co. 1400 kc, 250 w unl. P. O. address 21 Collins St., Caribou, Me. Estimated construction cost $34,510, first year operating cost $63,600, revenue $85,000. **Forest S. Tibbetts,** sole owner, is president of **WFST Caribou, Me.** Announced Sept. 24.

Minneapolis, Minn.—Hennepin Bcstg. Assoc. 690 kc, 1 kw D. P. O. address 304 Builders Exchange Bldg., Minneapolis. Estimated construction cost $53,139, first year operating cost $75,000, revenue $90,000. Owners are **Mr.** and **Mrs. Albert S. Tedesco** who also own **KDUZ Hutchinson** and **KAGE Winona,** both **Minnesota.** Announced Sept. 30.

Portsmouth, N. H.—Seacoast Bcstg. Corp. 1380 kc, 1 kw unl. P. O. address 70 Court St., Portsmouth. Estimated construction cost $32,944, first year operating cost $60,000, revenue $65,000. Applicant has 12 stockholders none of whom owns over 9%. Announced Sept. 24.

Princeton, N. J.—Greater Princeton Bcstg. Co. 1350 kc, 1 kw, 5 kw, LS, unl., DA-2. P.O. address Box 351, Coatesville, Pa. Estimated construction cost $84,525, first year operating cost $60,000, revenue $85,000. Equal partners **William S. Halpern** and **Louis M. Seltser** also share ownership of **WCOF Coatesville, Pa.** Announced Sept. 26.

Santa Fe, N. M.—Santa Fe Bcstg. Co. 970 kc, 1 kw D. P. O. address 5841 Yolanda Dr., Ft. Worth, Tex. Estimated construction cost $22,250, first year operating cost $55,000, revenue $60,000. **Jim E. H. Speck,** sole owner, formerly owned 51% of KJIM Ft. Worth. Announced Sept. 25.

Canandaigua, N. Y.—Radio Station WESB, 1550 kc, 250 w D. P. O. address 43 Main St., Bradford, Pa. Estimated construction cost $27,200, first year operating cost $58,000, revenue $60,000. Applicant is licensee of **WESB Bradford.** Announced Sept. 24.

Midwest City, Okla.—Bomber Bcstg. Co. 1220 kc, 1 kw D. P. O. address 819 S. W. 30th, Oklahoma City. Estimated construction cost $41,737, first year operating cost $60,000, revenue $80,000. Equal partners are theatre-owner **R. Lewis Barton** and school superintendent **Oscar V. Rose.** Announced Sept. 26.

Sapulpa, Okla.—Creek County Bcstg. Co. 1550 kc, 250 w D. P. O. address Radio Station KLCO Ponteau, Okla., % R. B. Bell. Estimated construction cost $10,390, first year operating cost $24,000, revenue $36,000. Co-owners are **Mr.** and **Mrs. R. B. Bell** who also own **KLCO Poteau.** Announced Sept. 24.

Klamath Falls, Ore.—Ralph J. Silkwood, 1250 kc, 5 kw D. P. O. address Box 1372, Medford, Ore. Estimated construction cost $27,000. Mr. Silkwood, sole owner, also has 5% interest in **KDOV Medford.** Announced Sept. 26.

Loudon, Tenn.—Loudon County Bcstg. Co. 1360 kc, 500 w D. P. O. address % Stanley Cravens, Jamestown, Tenn. Estimated construction cost $25,151, first year operating cost $26,000, revenue $38,000. Owners are **Mr.** and **Mrs. Stanley Cravens.** He owns one-third of **WCLC Jamestown, Tenn.** Announced Oct. 1.

Existing Am Stations

ACTIONS BY FCC

WDOE Dunkirk, N. Y.—Granted change from DA-2 to DA-N, continuing operation on 1410 kc, 500 w unl.; engineering condition. Announced Oct. 1.

WVOL Nashville, Tenn.—Granted change of operation on 1470 kc from 1 kw D to 1 kw N, 5 kw LS, DA-2, and change station location to **Berry Hill;** engineering conditions. Announced Oct. 1.

APPLICATIONS

WCPC Houston, Miss.—Cp to change frequency from 1320 kc to 940 kc, increase power from 5 kw to 10 kw (daytime); install directional ant. daytime and install new trans.

KUIN Grants Pass, Ore.—Mod. of cp to increase daytime power from 1 kw to 5 kw and install new trans.

WRAK Williamsport, Pa.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

New Fm Stations

ACTIONS BY FCC

Lancaster, Calif.—Cordell Fray—Granted 107.9 mc, 20.3 kw. P.O. address 8046 Fulton Ave., N. Hollywood. Estimated construction cost $25,849, first year operating cost $28,000, revenue $36,000. Mr. Fray, sole owner, is Universal Pictures film editor. Announced Oct. 1.

Roswell, N. M.—Taylor Bcstg. Co.—Granted 97.1 mc, 2.88 kw. P.O. address Box 525, Roswell. Estimated construction cost $8,696, first year operating cost $14,568, revenue $18,876. Applicant is licensee of **KIBM Roswell.** Announced Oct. 1.

Eugene, Ore.—Music Inc.—Granted 97.9 mc, 3.56 kw. P.O. address 66 Prall Lane. Estimated construction cost $10,619, first year operating cost $18,000, revenue $24,000. Principal owner, **Lytle N. Young** (51%), is in advertising. Announced Oct. 1.

Amarillo, Tex.—Plains Radio Bcstg. Co.—Granted 93.1 mc, 14.5 kw. P.O. address KGNC Amarillo. Estimated construction cost $14,360, first year operating cost $8,000. Applicant is licensee of **KGNC Amarillo** and **KFYO Lubbock,** both **Texas. Globe-News Pub. Co.,** licensee of **KGNC-TV Amarillo,** owns 81% of applicant. Announced Oct. 1.

APPLICATIONS

St. Petersburg, Fla.—Trans-Chord Inc., 99.5 mc, 31 kw. P.O. address 3770 Ocean Dr., Vero Beach, Fla. Estimated construction cost $34,883, first year operating cost $37,785, revenue $44,500. Owners are **Harry C. Offutt Jr.** (93%) and others. Mr. Offutt is in oil and natural gas, etc. Announced Oct. 1.

Waxahachie, Tex.—Richard Tuck Enterprises, 93.5 mc, .345 kw. P.O. address Box 731, Waxahachie. Estimated construction cost $2,685, first year operating cost $2,400, revenue $3,600. Applicant is owner of **KBEC Waxahachie.** Announced Sept. 30.

Madison, Wis.—Badger Bcstg. Co., 101.5 mc, 45 kw. P.O. address 3800 Regent St., Madison. First year operating cost $10,800. Applicant is licensee of **WIBA Madison.** Announced Sept. 30.

Existing Fm Stations

ACTION BY FCC

WBNY-FM Buffalo, N. Y.—Granted mod. of SCA to change type trans. and specify new subcarrier frequencies and renewal of license and SCA to multiplex, by letter, denied request for further extension of temporary authority to operate on simplex basis, but allowed such operation to continue to Oct. 31. Announced Oct. 1.

Ownership Changes

ACTIONS BY FCC

KCRE Crescent City, Calif.—Granted assignment of license from **John K. Perry** and **Robert E. Grey** to **Del Norte Bcstg. Co. (Melvin D.** and **Aldine T. Marshall,** who own **KNEL Arcata, Calif.**); consideration $45,000. Announced Oct. 1.

KHOK Golden, Colo.—Granted transfer of control from **Grand Canyon Bcstrs. Inc.** to **A. V. Bamford** (interest in **KHEY El Paso, Tex.,** and **KMOP Tucson, Ariz.**), **Nels Johnson** and **Horace Dodgen Smith;** consideration $39,637. Announced Oct. 1.

WMMA Miami, Fla.—Granted assignment of license to **Stephany Wyszatycki,** wife of **Leon Wyscatycki (WWOL-AM-FM Buffalo, N. Y.);** consideration $175,000 and agreement that assignor not compete for five years. Announced Oct. 1.

WRRR Rockford, Ill.—Granted assignment of license to **Radio Rockford Inc. (Kankakee Daily Journal,** licensee of **WKAN Kankakee,** sole stock subscriber); consideration $246,000 plus payment of $80,200 over five-year period to certain stockholders of assignor as consultants. Announced Oct. 1.

KVCL Winnfield, La.—Granted assignment of license from **James A. West Jr., Elgie M. Risinger** and **Delvin R. White** to **Edward R. Hall,** tr/as **Winn Bcstg. Co.;** consideration $35,000. Announced Oct. 1.

WBRK Pittsfield, Mass.—Granted transfer of

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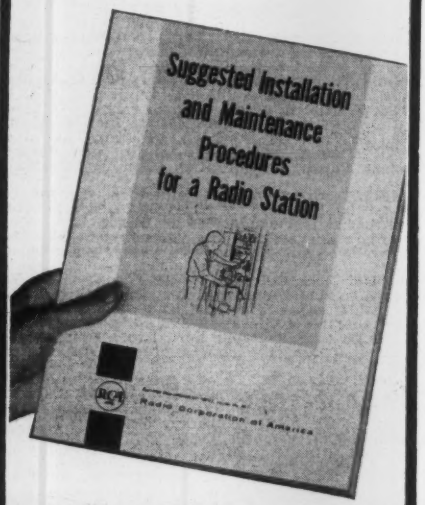

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control from **Leon Podolsky**, et al., to **Kingston Bcstg. Corp., WKNE Corp., Robert T. Colwell, W. A. H. Birnie** and **Luette S.** and **Joseph K. Close**; consideration $500 and $214,500 in loans. Transferees have interest in **WKNE-AM-TV Keene, N. H.; WKVT Brattleboro, Vt.,** and **WKNY-AM-TV Kingston, N. Y.** Announced Oct. 1.

KRTV (TV) Great Falls, Mont.—Granted assignment of cp from **Robert R.** and **Francis N. Laird** to **Snyder & Assoc. (Dan Snyder**, president); consideration $65,680. Announced Oct. 1.

KBYE Oklahoma City, Okla.—Granted transfer of control from **Glenn G. Griswold** and **Kevin Brendon Sweeney** to **Mrs. Bernice L. Lynch**; consideration $2,700 for 54% interest. Announced Oct. 1.

WCRE Cheraw, S. C.—Granted assignment of license from **E. G. Robinson Jr.** and **William R. Wagner** to **Ben Ackerman**, tr/as **Radio Cheraw** (half owner of **WSTN St. Augustine, Fla.**); consideration $24,000. Announced Oct. 1.

KOPY Alice, Tex.—Granted transfer of control from **Jules J. Paglin** and **Stanley W. Ray Jr.** to **Leon S. Walton**; consideration $150,000. Announced Oct. 1.

KCMR McCamey, Tex.—Granted assignment of license from **Jim Sample** and **Donald Boston** to **Robert E. Stuart**, tr/as **The Stuart Co.**; consideration $30,000. Announced Oct. 1.

KLOQ Yakima, Wash.—Granted transfer of control from **Robert S. McCaw** and **Tom Olsen** to **William E. Shela** and **Warren J. Durham**; consideration $24,201. Announced Oct. 1.

WSHE Sheboygan, Wis.—Granted assignment of license to **Central States Bcstg. Co. (William E. Walker**, president, has interest in **WMAM-AM-TV Marinette, WBEV Beaver Dam, Wis., WRRR Rockford, Ill.,** and **KCLN Clinton, Iowa**; two other stockholders have interests in WBEV WRRR and KCLN); consideration $80,000. Announced Oct. 1.

APPLICATIONS

KBLF Red Bluff, Calif.—Seeks transfer of control (51%) of licensee (**Tehama Bcstg. Co.**) from **R. G. Frey** and **Rawlins Coffman** to **Lynn** and **Winnie Elaine Smoot** for $25,000. Mr. Smoot is in real estate. Announced Sept. 26.

KCOB Newton, Iowa—Seeks assignment of license from **Richard C. Brandt, William C. Brandt, William M. Bryan** and **Eddie Eribacher**, d/b as **Newton Bcstg. Co.**, to **Richard C. Brandt** for $6,250 each to William C. Brandt and Mr. Bryan and $5,850 to Mr. Eribacher. Announced Sept. 29.

KLUE Shreveport, La.—Seeks assignment of license from **Twin City Bcstg. Co.** to **Kenwil Inc.** for $65,000. **David Kent**, who will be two-thirds owner, is in advertising. Announced Sept. 25.

WMRC Milford, Mass.—Seeks transfer of 100% of licensee (**Milford Bcstg. Corp.**) from **David M. Myers** to **W.H.A.V. Bcstg. Co.** for $25,000. Purchaser, licensee of **WHAV Haverhill, Mass.**, is owned by **Edward I. Cetlin** (50%) and **Henry R.** and **Morris Silver**, each 25%. Announced Sept. 30.

KBON Omaha, Neb.—Seeks assignment of license from **Inland Bcstg. Co.** to **Goldenrod Bcstrs. Inc.** (equal partners **Joe Gratz** of Warwick and Legler and **Maurice M. Fleischl** of WMCA New York) for $170,000. Announced Sept. 26.

WSEN Baldwinsville, N. Y.—Seeks transfer of control of permittee (**Century Radio Corp.**) from **Robert L. Stockdale** to Mr. Stockdale (41.5%), **Donald C. Menapace** (25⅓%) and **James A. Lowery Jr.** (33⅓%). Mr. Menapace is in real estate. Mr. Lowery is with WOHI East Liverpool, Ohio. Announced Sept. 30.

WBAI (FM) New York, N. Y.—Seeks assignment of license from **Louis Schweitzer** to **WBAI FM Inc.** Corporate change. No control change. Announced Sept. 29.

WCBT Roanoke Rapids, N. C.—Seeks acquisition of positive control of licensee by **J. W. Crew Jr.** through transfer of 30% from **S. Ellis Crew.** No cash involved. J. W. Crew's ownership will thus be increased to 70%. Announced Sept. 25.

KUIK Hillsboro, Ore.—Seeks assignment of license from **Tualatin Valley Bcstrs. Inc.** to equal partners **Ronald L. Rule**, announcer, KOIN-AM-FM-TV Portland, Ore.; **James L. Dennon**, store manager; **John P. Gillis**, food broker, and **Donald F. Stellges**, KEX Portland, assistant program director. Purchase price: $62,500. Announced Sept. 25.

KITE San Antonio, Tex.—Seeks assignment of license and cp from **Radio KITE Inc.** to **Connie B. Gay Inc.** Corporate change. No control change. Announced Sept. 29.

KTUE Tulia, Tex.—Seeks assignment of license from **Clint Formby** and **Marshall Formby**, d/b as **KTUE Bcstrs.** to **KTUE Radio Inc.** Corporate change. No control change. Announced Sept. 29.

KPKW Pasco, Wash.—Seeks assignment of license from **Western Radio Corp.** to **Robin Hill** for $38,500. Mr. Hill is selling his one-third interest in KWG Stockton, Calif. Announced Sept. 26.

Hearing Cases

FINAL DECISIONS

By order, Commission adopted and made effective immediately Aug. 27 initial decision, as amended by Commission, granting applications of **West Shore Bcstg. Co.** and **The Westport Bcstg. Co.** for new am stations to operate on 1260 kc, 1 kw D, DA, in **Beacon, N. Y.,** and **Westport, Conn.**, respectively. Comr. Ford not participating. Announced Oct. 1.

OTHER ACTIONS

By memorandum opinion and order, Commission denied petition by **Mid-America Bcstrs. Inc.** (KOBY), **San Francisco, Calif.**, for stay of April 22 action assigning call letters KOFY to **Intercontinental Bcstg. Corp.'s** am station in **San Mateo.** (On July 30 Commission, on petition by KOBY, ordered hearing but did not stay assignment of call letters to KOFY.) Announced Sept. 26.

By memorandum opinion and order, Commission dismissed Aug. 27 petition and denied Sept. 3 petition, both filed by **Anthony Wayne Television Corp.**, for stay of July 23 decision which granted application of **The Community Bcstg. Co.** for new tv station to operate on ch. 11 in **Toledo, Ohio**, and denied competing applications of **The Toledo Blade Co., Unity Corp., The Citizens Bcstg. Co., Maumee Valley Bcstg. Co., Great Lakes Bcstg. Co.**, and **Anthony Wayne.** Comr. Cross not participating. Announced Sept. 26.

Commission on Oct. 1 directed preparation of document looking toward granting applications of **Pompano Beach Bcstg. Corp.** for new am station to operate on 980 kc, 1 kw DA, D, in **Pompano Beach, Fla.**, and **Louis G. Jacobs** for new station on 990 kc, 5 kw DA, uni., in **Miami-South Miami, Fla.**, both with conditions. Initial decision of Aug. 13 looked toward these grants.

Commission on Oct. 1 directed preparation of document looking toward granting application of **Department of Education of Puerto Rico** for new tv station to operate on ch. 3 in **Mayaguez, P. R.**, and denying competing application of **Sucesion Luis Pirallo-Castellanos.** Initial decision of Oct. 16, 1957, looked toward this action.

By memorandum opinion and order, Commission denied petition by **The Monocacy Bcstg. Co., Gettysburg, Pa.**, and dismissed motion by **The Price Bcstrs Inc., Frederick, Md.**, to delete issue and to enlarge issues, respectively, in proceeding on their am applications and that of **Times** and **News Publishing Co.** (WGET), **Gettysburg.** Announced Oct. 1.

By memorandum opinion and order, Commission denied petition by **KSTP Inc.** (KSTP), **St. Paul, Minn.**, for reconsideration or rehearing directed against May 21 grant of application of **Broadcasters of Burbank Inc.**, to change facilities of **KBLA Burbank, Calif.**, from 1490 kc, 250 w unl., to 1500 kc, 10 kw DA-1, unl. Announced Oct. 1.

Cookeville Bcstg. Co., Cookeville, Tenn.; Carthage Bcstg. Co., Carthage, Tenn.—Designated for consolidated hearing applications for new am stations to operate on 1350 kc—Cookeville with 1 kw and Carthage with 500 w. Announced Oct. 1.

Russell G. Salter, Aurora, Ill.—Designated for

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hearing application for new am station to operate on 1580 kc, 250 w DA, D; made **WNMP Evanston, Ill.**, party to proceeding. Announced Oct. 1.

Routine Roundup

By memorandum opinion and order, Commission denied requests for waiver of Sec. 3.293 of rules to permit continued functional music operation on simplex basis by fm stations KEEZ San Antonio, Tex.; WBFM New York, N. Y.; WDDS-FM Syracuse, N. Y.; WWDC-FM Washington, D. C.; WPKM Tampa, Fla.; WPEN-FM Philadelphia, Pa.; WMIT Clingmans Peak, N. C.; WLDM Oak Park, Mich.; WKJF Pittsburgh, Pa.; KMLA and KRKD-FM Los Angeles, Calif.; KDFC San Francisco, Calif.; KBMS Glendale, Calif.; WMMW Meriden, Conn., and KCFM St. Louis, Mo.; also denied requests of WBFM and WPEN-FM for stay of multiplex requirement of Sec. 3.293; but allowed all these stations to continue simplex operation to Oct. 31. Comr. Ford issued dissenting statement concurred in by Comr. Craven. Announced Oct. 1.

Following stations were granted SCA to engage in functional music operation on multiplex basis: KDEN-FM, KDEN Bcstg. Co., Denver, Colo.; WGR-FM, Transcontinent Television Corp., Buffalo, N. Y.; Transcontinent Television Corp., Rochester, N. Y., and WMFM, Earl W. Fessler, Madison, Wis.

ACTIONS ON MOTIONS

By Commissioner John S. Cross on September 29

Granted petition by Broadcast Bureau for extension of time to Oct. 2 to file exceptions to initial decision re am application of Liberty Bcstg. Co., Liberty, Tex.

Granted petition by Broadcast Bureau for extension of time to Oct. 3 to file exceptions to initial decision re am applications of Northside Bcstg. Co. and Southwestern Indiana Bcstrs. Inc., both Jeffersonville, Ind.

By Chief Hearing Examiner James D. Cunningham on September 26

Scheduled hearings for Nov. 28 in following am. proceedings: Johnston Bcstg. Co., Pensacola, Fla.; Venice-Nokomis Bcstg. Co., Venice, Fla., et al.

By Hearing Examiner Millard F. French on September 29

Continued hearing presently scheduled for Oct 8 to date to be set by subsequent order and scheduled a prehearing conference for Oct. 8 in matter of assignment of call letters KOFY to Intercontinental Broadcasting Corp. for its standard broadcast station at San Mateo, Calif.

By Hearing Examiner Charles J. Frederick on September 29

Scheduled prehearing conference for Oct. 31 on am. applications of Kankakee Daily Journal Co. (WKAN), Kankakee, Ill., and William F. Huffman Radio Inc. (WFHR), Wisconsin Rapids, Wis.

Hearing scheduled for Oct. 31 is continued to date to be announced in subsequent order re am application of Sanford L. Hirschberg and Gerald R. McGuire, Cohoes-Watervliet, N. Y.

By Hearing Examiner Thomas H. Donahue on September 26

On own motion, ordered that five days after release of order, unless objection is filed by parties, transcript of record of prehearing conference held Sept. 15 re am applications of Pan American Radio Corp., Tucson, Ariz., and Vernon G. Ludwig, Benson, Ariz., is corrected in certain particulars.

By Hearing Examiner Herbert Sharfman on September 29

Scheduled hearing for Oct. 8 re application of Video Independent Theatres Inc. (KVIT), Santa Fe, N. Mex., for mod. of cp.

By Hearing Examiner Elizabeth C. Smith on September 26

Granted petition by Mace, Groves and Mace, South Gastonia, N. C. for continuance of date for engineering conference from Sept. 29 to Oct. 27, and from Oct. 3 to Nov. 3, at 9 a.m., for further prehearing conference in proceeding involving its am application and that of Unicoi Bcstg. Co. (WEMB), Erwin, Tenn.

By Hearing Examiner Isadore A. Honig on September 29

Continued prehearing conference from Oct. 9 to Oct. 10 at 9 a.m., re am applications of Standard Bcstg. Corp., and Clifford C. Harris, Oswego, N. Y.

By Chief Hearing Examiner James D. Cunningham on September 26

Granted petition by Arnold J. Stone, Alameda, Calif., to dismiss without prejudice his application for fm facilities, and retained in hearing status application of Patrick Henry and David D. Larsen, partnership, for fm facilities in Alameda.

Denied petitions by NAB and Cargill Inc., insofar as they request right to cross-examine witnesses and present evidence with respect to cost study phase in private line-leased facility-data transmission proceeding (AT&T and Western Union); petition is otherwise granted and petitioners are allowed participation in proceeding to extent specified in Sept. 25 memorandum opinion and order.

Granted petition by County Bcstg. Co., Clarion, Pa., for continuance of date for exchange of written lay testimony from Oct. 1 to Oct. 8 in proceeding involving its am application and that of Clarion Bcstg. Co., Clarion.

By Hearing Examiner Forest L. McClenning on September 26

Scheduled prehearing conference for 9 a.m., Oct. 7 re application of M&M Bcstg. Co. (WMBV-TV), Marinette, Wis.

Scheduled further prehearing conference for Dec. 15 and hearing scheduled to commence on Oct. 16 is continued to date to be subsequently specified in proceeding on applications of Falcon

Continued on page 117

SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through Oct. 1

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,251	39	108	565
FM	679	31	113	68
Tv (Commercial)	431[1]	80[2]	114	110

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Oct. 1

	VHF	UHF	TOTAL
COMMERCIAL	426	85	511[3]
NON-COMMERCIAL	27	8	33[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through Aug. 31

	AM	FM	TV
LICENSED (all on air)	3,251	534	429[1]
CPs ON AIR (new stations)	30	24	77[2]
CPs NOT ON AIR (new stations)	95	86	113
TOTAL AUTHORIZED STATIONS	3,376	644	667
APPLICATIONS FOR NEW STATIONS (not in hearing)	424	43	48
APPLICATIONS FOR NEW STATIONS (in hearing)	107	30	58
TOTAL APPLICATIONS FOR NEW STATIONS	531	73	106
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	359	26	39
APPLICATIONS FOR MAJOR CHANGES (in hearing)	41	0	16
TOTAL APPLICATIONS FOR MAJOR CHANGES	400	26	55
LICENSES DELETED	0	1	0
CPs DELETED	0	0	0

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
[3] There have been, in addition, 177 television cps granted, but now deleted (33 vhf and 144 uhf).
[4] There has been, in addition, one uhf educational tv station granted but now deleted.

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Commercial manager medium size market in New England. Draw against commission. Excellent opportunity with attractive future. Please forward details, photo and references. Box 230G, BROADCASTING.

Successful manager to buy 25% of and manage 1 kw daytime station. Telephone or write W. H. Martin, Lakeland, Fla. Phone 2-4011, P. O. Box 1222.

Local sales manager for dominant, growing KRAK, Stockton, California. Must have strong personal sales record, ability to lead staff in creative sales. Salary and percentage to match ability. Please tell all in first letter with picture.

Sales

Sales position open with part-time air work. Good salary plus commission. Permanent position 250 watt daytimer in rich farm area near metropolitan area. Box 122G, BROADCASTING.

Western Kentucky station has immediate openings for announcer-salesman with emphasis on sales. Maturity and integrity a must. We'll pay you well and afford opportunity for advancement. Box 142G, BROADCASTING.

Boston and Washington, D. C., top rated Hooper and Pulse needs two-fisted, aggressive selling. References, details. Permanent, life time opportunity. Box 155G, BROADCASTING.

Salesman with ownership ambition needed. I'm programmer with experience, some capital. Expect same of you. Let's pool resources and pull together. Box 194G, BROADCASTING.

California group needs good salesman, permanent. Guarantee and commission basis in solid market. Send full details to Box 196G, BROADCASTING.

Need two salesmen for solid CBS station in Rapid City, South Dakota. Excellent opportunity for right men. Rush resume to Bill Turner, KOTA, Rapid City, South Dakota.

Opportunity for successful salesman to advance to sales manager and higher in 8-station radio-tv group. Due to promotion we have opening for sales manager at leading Wilmington, Delaware, Station WAMS. Rush background, photo and record of billing to Tim Crow, Rollins Broadcasting, 414 French Street, Wilmington Delaware.

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Florida. Need experienced personality pop dj. Above average salary. Promotion minded station. Send tape, background. Box 750E, BROADCASTING.

DJ wanted who can hold adult female audience mid-morning, afternoon. Music policy based on variety: new, old, hi fi albums, some rock and roll. Full details Box 775F, BROADCASTING.

Wanted: Announcer, holding first class license. No maintenance, permanent position, 40-hour week with benefits, $400 monthly plus additional income for sales minded. Send tape and full particulars. Box 991F, BROADCASTING.

Top, fast-paced Carolina station seeks announcer from this area who is ready to move into bigger market. Send tape and resume. Personal interview later if you have potential. Salary commensurate with ability. Box 992F, BROADCASTING.

RADIO

Help Wanted

Announcers

Play-by-play and staff announcer, with experience for Pennsylvania full time station. Must be able to do a good disc show and play-by-play baseball, football and basketball and numerous sport shows with ideas for more. Salary before deductions in the hundred dollar bracket depending upon ability and experience, including the play-by-play. Send tape, references with first letter. Box 104G, BROADCASTING.

Morning man with experience to handle morning show and staff work, but no news for northwestern Pennsylvania station. 40-hour week . . . no split shifts. Salary commensurate with experience and ability. Send tape and references and full background. All tapes will be promptly returned. Box 105G, BROADCASTING.

North central Illinois station needs experienced announcer strong on local news. Five day week. Pleasant surroundings. Permanent. Box 146G, BROADCASTING.

Boston and Washington, D. C., top forty. Enthusiastic personality, gimmicks, not a lot of talk. Tape, experience, references. Box 156G, BROADCASTING.

Combo air and time salesman for Michigan power station. Prefer experience in newspaper selling and midwesterners. Salary and commission. Fully experienced 8-10 years in am need apply. Audition and "tell-all" letter. Box 171G, BROACASTING.

Negro dj for major market. Send tape, resume and photo. Box 201G, BROADCASTING.

Wanted: Morning man! Must be capable, congenial and versatile announcer. This is an independent, progressive station (no juke box operation) offering good salary, 40 hour week and opportunity. Send tape, photograph and resume to Box 221G, BROADCASTING.

Announcer wanted for top music and news station. Good opportunity with young growing chain. Starting salary $65.00 weekly. Send resume, tape immediately. Box 1417, Tullahoma, Tennessee.

Swinging dj for number 1 music-news station. Fluent, informal, wide music background; run board. Excellent pay, working conditions. Tapes returned. KATI, Casper, Wyoming.

Needed immediately: Production man, experienced announcer able to write and record good production copy. Salary dependent on ability. Send complete information and tape to Walt Lawson, Radio Station KHEM, Big Spring, Texas.

Midwest metropolitan station wants top-flight personality announcer or dj. Send air check, photo, background to Bill Frosch, WISH, Indianapolis.

Newsman-announcer wanted by fine station in college market of 30,000. Must have ability develop and write local news programs. Pleasant living conditions. Want family man who likes small city life. Send resume, tape, photo, current earnings to Jim Strickler, WMGW, Meadville, Pa.

Combination man. Expanding our operation. Adding announcer who wants some engineering or engineer who wants some announcing. First ticket not necessary, but must have some basic engineering knowledge. Contact WMIX, Mt. Vernon, Illinois.

Announcer, 1st phone. Morning shift for mid-Michigan daytimer. Music and news. Write resume with salary requirements and send tape to WOAP, Owosso, Michigan.

Dj. $125 weekly in Durham, N. C. Do not apply unless you are getting at least $100 a week now on salary. WSSB, Ph. 7-1111, E. L., Clinton, Mgr.

Immediate opening at good pay for staff announcer with experience and good taste in music. Prefer married man. Send 7½ tape, photo and details of experience to WVSC, Somerset, Pa.

RADIO

Help Wanted

Announcers

Looking for a bright future with an 8-station radio-tv chain? Openings immediately for 2 top-flight experienced announcers. Need dj or newsman for number one music and news station, Wilmington, Del. Also morning man with first ticket for Indianapolis. Rush background, salary and audition tape to Tim Crow, Rollins Broadcasting, 414 French St., Wilmington, Del.

Technical

Southern regional needs first class operator. Write giving present position, age, experience, educational, marital status, telephone number and references. Box 193G, BROADCASTING.

Wanted at once—Technical man who is lousy announcer but good at maintenance and construction and loves it. Station near Philadelphia. Box 198G, BROADCASTING.

Wanted mature, intelligent man as chief engineer and assistant station manager by good music station with beautiful new building. Box 222G, BROADCASTING.

Wanted, combination first class engineer and announcer 5000 watt independent station, full time. Reply direct, including work history and audition tape to Box 298, Greenville, South Carolina.

Leading Florida independent station has immediate opening for first class engineer. Will accept man with limited experience if he has good technical background. Contact Roy King, WMBR-Radio, P.O. Box 10074, Southside Station, Jacksonville, Florida.

Combination man. Expanding our operation. Adding announcer who wants some engineering or engineer who wants some announcing. First ticket not necessary, but must have some basic engineering knowledge. Contact WMIX, Mt. Vernon, Illinois.

Engineer-announcer for $90 per week daytime job. W.O.O.F., Dothan, Alabama.

Chief engineer, with experience am-fm, excellent working and living conditions. State particulars and starting salary. Mr. Bedard, WOTW, Nashua, New Hampshire.

Production-Programming, Others

Newsman for small market Pennsylvania independent. Must have ability to develop feature stories. Prefer man with announcing ability. Also prefer married man. Send resume of your background, samples of stories and recent photo along with your salary requirements. Box 132G, BROADCASTING.

Fulltime newsman to collect, write and deliver news for top rated news minded station. All latest equipment available. Box 223G, BROADCASTING.

Large east coast station has immediate opening for authoritative news broadcaster. Must write own programs and have proven record of performance in present market. Send resume and tape to Box 233G, BROADCASTING.

RADIO

Situations Wanted

Beginners luck. Want to learn radio or tv business. B.S. communications, AFRTS experience. Will travel. Box 144G, BROADCASTING.

Management

Strong sales producer, experienced programming, public relations, promotion, business management. Now managing, small market. Want step up. Box 141G, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Management

Manager, 1st phone, top salesman, excellent announcer. 10 years experience. Box 188G, BROADCASTING.

Versatile inside man wants to step-up. Sound programming and promotion—salable ideas. Wish to invest. Prefer fulltime station in mid-Atlantic or Ohio. Box 191G, BROADCASTING.

Presently employed medium market. Thirteen years same location, ten years as manager. Thoroughly qualified to economize or expand operation. Have reached top here. Heavy sales background. Prefer northeast or northcentral Atlantic states. Can invest. Box 212G, BROADCASTING.

Sales manager, suitable for good sized market; local and national assignment. Box 214G, BROADCASTING.

Sales

Radio sales manager looking. College grad., 34, married. Willing to work hard for ethical operation. Excellent record, references. Resumes upon request. Box 163G, BROADCASTING.

Go-getter, experienced, seeking good potential. Prefer deal including air work. Can run own board. All around man—what you're looking for. Box 164G, BROADCASTING.

Experienced, mature, dependable salesman with fourteen years background of sales, management and announcing. Congenial and cooperative. Box 206G, BROADCASTING.

Announcers

Sports announcer football, basketball, baseball. Seven years experience. Finest references. Box 620F, BROADCASTING.

Available-morning-dj personality. Best background, proven record, tight production. 13 years radio-tv, currently morning dj 11 station market. Desire less frantic format and more normal schedule. Looking for opportunity competitive east-midwest market. Box 820F, BROADCASTING.

Announcer, third class ticket. 10 years experience. A-1 voice. Married. Box 959F, BROADCASTING.

DJ, first phone, news, one year experience music, news station. Ambitious, will travel, currently employed. Box 988F, BROADCASTING.

Experienced announcer-director, television and radio. Desires position in larger eastern market. Call Erie, PA 6-4336 or write Box 989F, BROADCASTING.

Ambitious, capable announcer, experienced major phases radio tv 8 years. Employed. No floater. Desire position with good potential. Require $150 weekly. Box 996F, BROADCASTING.

Nationally known radio and tv personality seeks opportunity of permanent nature to begin association as performer and work into sales and management, with a share in the benefits of future station growth. 25 year baekground includes some sales and station management. Box 148G, BROADCASTING.

Illinois or far west. Announcer 8 years am-tv. College, vet, dj, top continuity writer, newscaster, special events, sports, sales. Strong commercial delivery. FCC restricted ticket. Your format my format. Have car, ready to travel. Box 162G, BROADCASTING.

Personality-dj, strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 165G, BROADCASTING.

Girl-dj-announcer. Go anywhere. Ready now. Run own board. Can sell too. Steady, no bad habits. Love to build audiences and grab accounts. Tape and resume. Box 166G, BROADCASTING.

Negro deejay, good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 167G, BROADCASTING.

Pop music deejay. Promotion minded. University graduate, veteran. Top market. Box 168G, BROADCASTING.

Morning man, five years, college graduate, veteran, married, now in one of top forty markets. Box 175G, BROADCASTING.

Announcer-newsman, five years, good voice. First phone. Tape. Box 177G, BROADCASTING.

Disc jock, experienced excellent production, top notch references, available immediately. Two years college, 22, single, draft exempt, ambitious, hours mean nothing. Prefer general northwest, California, Utah, Montana, etc. Why leaving? New owners bringing in own crew. Box 180G, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Dependable early morning man. Folksy, down to earth style. Kids and parents love him. Policy change knocks this guy out of job. The change was necessary because the hours this fellow was on the air were the only hours producing. He can't work eighteen hours a day, the law won't allow it. This fellow has been delivering results nearly thirty years. A client's dream. A radio pioneer who proves to advertisers radio is still the best value per advertising dollar. Confidence backed with experience. Best references. Basic salary unnecessary. Will work with talent set-up if you have a live organization. Solvent. No creditors hounding. This old man produces results. Unless your station is in an area where there are local deejays earning $20,000 annually and up, don't answer. We're not for each other. Box 174G, BROADCASTING.

Experienced radio announcer, 6 years—retail sales and management, 6 years. Want tv or radio announcing or sales. Prefer large market. Box 183G, BROADCASTING.

Four years solid radio background, pop, jazz, the classics. Heavy news, some copy. Vet. Box 184G, BROADCASTING.

Experience wanted. First phone combo man. Recent radio and tv graduate. Married, veteran. Box 186G, BROADCASTING.

Announcer—4 years experience, position offering advancement, BA Degree, capable, cooperative, best references, 22, married. Box 189G, BROADCASTING.

Most popular dj in large market wants advancement. Young, personable, adaptable. Able newsman, combo, punch or soft sell. Ivy League grad, experienced executive. Know and love radio. Seek money and opportunity in indie or smart chain. Check my experience and tape. Box 204G, BROADCASTING.

Announcer—strong commercials, news, record shows, run board, write good copy. College graduate communications. Veteran. Box 205G, BROADCASTING.

Experienced announcer with quality voice in disc jockey, news, commercials. Box 207G, BROADCASTING.

Nite dj-38-with family. College, experience, personality, tape. Box 209G, BROADCASTING.

Announcer-dj; also sales, copywriting. News, commercials, music. Operate board. Box 216G, BROADCASTING.

Announcer—radio and tv—also production, writing, good news, sports. College grad. Enthusiasm, hard worker. Draft exempt. Box 228G, BROADCASTING.

Experienced staff announcer. Bob Cohen, Cameo Hotel, Miami Beach, Florida.

Staff announcer—Short on experience. No Hot shot, but adaptable and cooperative. Prefer East Coast. Box 234G, BROADCASTING.

Negro dj. Aggressive. Imaginative. Dependable. Convincing commercials, smooth production. If immediate and steady contact: J. Mack, 13074 Filmore, Pacoima, Calif. EMpire 90763.

Experienced announcer and control man, go anywhere, available now, Frank Mrowicki, 626 Union Street, LaSalle, Illinois. Phone 1790.

Experienced engineer wishes announcing opportunity. First phone. Announcing School Graduate. Married. Two years college. Desires permanent position. William P. Spollen, % Mechanic Institute, 50 Congress Street, Rumford, Maine.

Announcer-chief engineer. Four years experience all phases, prefer Storz type operation. Want to move up. Family man, 29. Call: Jack Teiken, Garden 3-3687, Mason City, Iowa.

Deejay, announcer, control board operator. Strong commercials, flexible. Tape, resume. Joel Wood, 168 Benziger Ave., Staten Island 1, New York. Gibraltar 2-5647.

Technical

Engineer network experience wants relocation within 170 mile radius of Washington, D. C. Box 993F, BROADCASTING.

Technician, two years am, fm, tv experience, operation and maintenance, first phone technical school graduate. No announcing. Western states preferred. Box 161G, BROADCASTING.

Electrical engineer graduate, first class license, 6 years experience radio and television desires responsible job—location North or South Carolina. Box 187G, BROADCASTING.

Engineer wants good job in am or tv, some tv transmitter experience. Prefer south-west or west coast. Jeff Rice, Y.M.C.A., Quincy, Illinois.

RADIO

Situations Wanted—(Cont'd)

Production-Programming, Others

Radio-tv newsman: Experienced legman-photographer-writer wants air work, too—prefers southeast. For details, write Box 220G, BROADCASTING.

Business off? Want salable ideas? New programs? Stand by your word? Are you congenial, sincere, unbiased? "As program manager, results can be assured." "Cosmopolitan programming." Captivating! 100% quality! I am located in Penna.-Ohio area. Travel expenses essential. Married, age 36. Box 182G, BROADCASTING.

Copywriter. Best references. Good copy. Better job wanted. Exchange training, experience, copywriting ability for typewriter and regular pay check. Car, anywhere. Soon. Wire this fellow for interview west of Mississippi. Others write for copy samples. Box 190G, BROADCASTING.

Newsman: Former news director of east coast station. Young, alert, ambitious with good ideas for on the spot coverage of local news. Desires middle Atlantic or New England states only. Box 217G, BROADCASTING.

Need a spark plug? Program director-dj well known. Eight years large and small markets. All phases including production, promotion, writing. Age 30, married, presently employed. Prefer south or west. Box 232G, BROADCASTING.

Young woman expert stenographer. Trained as radio and television broadcaster. Experienced in writing and public relations wants staff position or advertising agency work. National Academy of Broadcasting, 3338 16th Street, N.W., Washington, D. C.

TELEVISION

Help Wanted

Management

Commercial-manager/salesman television. Expanding organization. Good base pay plus commission. Experienced. Midwest market. Box 200G, BROADCASTING.

Sales

Full power vhf in south has good openings for experienced salesmen and beginners in regional and local selling. Box 169G, BROADCASTING.

Announcers

Need experienced, mature, on-camera salesman. Successful vhf network affiliate in northern California. Please mail resume and include recent snapshot and availability for audition. Box 210G, BROADCASTING.

Staff announcer NBC and after affiliate. Must have strong commercial presentation, 3 to 5 years on camera experience. Pictures, tape, kine, salary requirements first letter. Contact Heyward Siddons, Program Manager, KOA-TV, Denver 2, Colorado.

TV staff announcer must have authoritative voice and neat appearance for all types of on-camera work including commercials and news. Car necessary. CBS, full power vhf. For details call Dwight Wheeler, WWTV, Cadillac, Michigan. Prospect 5-3478.

Technical

TV engineer. Experienced preferred. Please send snapshot and pertinent information to John Seider, Chief Engineer, KNOP-TV, Box 756, North Platte, Nebraska.

Production-Programming, Others

Copywriter: Indiana 4-A agency needs creative, versatile and experienced writer for wide variety of radio-tv accounts. Submit detailed resume and salary requirements. Box 202G, BROADCASTING.

Newscaster-director of radio-tv news; unlimited opportunity, expanding midwest organization. Salary dependent upon ability/experience. Send resume, picture and tape to Box 226G, BROADCASTING.

California small market 3 network vhf station (KSBY-TV) needs local sales manager with proven record. Salary-draw, against commission; also override, car expenses, major medical plan, and profit participation. Must be permanent and fit into town of 20,000. Also need capable, experienced tv salesman for KSBW-TV Salinas. Send complete details, references, sales record, and photograph to John Cohan, KSBW-TV, P.O. Box 1651, Salinas, California.

TELEVISION

Help Wanted—(Cont'd)

Production-Programming, Others

Newsman's newsman wanted by aggressive news department. Must know news, be able to shoot stills and movies and air daily major newscast. Send tape, background, photo, immediately to Ken Wayman, News Director, KTIV, Tenth & Grandview, Sioux City, Ia.

Continuity writer, midwest tv station. Will join staff of three. TV experience preferred, but not essential. Immediate opening. Send complete details to Jack Kelin, WTVO Television, P.O. Box 470, Rockford, Illinois.

TELEVISION

Situations Wanted

TV-radio. Experienced in public relations, promotion (moderator of own tv show), outstanding sales, sales management (had own adv agency), idea man, 37 years old, family and civic minded, presently employed but will relocate anywhere for $8,000 plus bonus deal. Ed Stell, 2724 Guyan Ave., Huntington, W. Va.

Management

Sales manager. Seven years experience in local, national spot (strong), representative, and network. Know N.Y. and Chicago agencies. Able to get extra work out of sales staff while keeping them happy. Family. Early thirties. Best references. Presently employed. Box 172G, BROADCASTING.

Announcers

Bingo at home producer-emcee. Six months experience. Versatile. Box 914F, BROADCASTING.

Attractive, personable, experienced tv weather gal, interview shows, deejay. Good on-camera top market saleswoman. References. Box 199G, BROADCASTING.

Announcer-off camera. College trained. Midwestern accent. Single. Vet. 25. Box 203G, BROADCASTING.

Mr. Television P.D.: Need a good reliable booth and staffman? Nice voice, very good appearance. Can do creditable on-camera news, sports, commercials. 6 years radio, 2 television. Married. References. Box 213G, BROADCASTING.

Announcer, writer. TV, film, radio experience. News, sports, commercials. Versatile. Box 215G, BROADCASTING.

Newsman. Record of gaining lasting respect for present station through superior local news coverage. Can make your station the leader. Want opportunity to run news department and build your station's prestige. Top industry references. Good appearance, seasoned delivery. Box 225G, BROADCASTING.

Radio announcer with very good background, references and recommendations, wants job in television as announcer. Must be permanent. I do not drink. I am not a floater. I am dependable. I will work for $125 a week. I have a tape recorder. Please send me material wanted on tape. I can be ready almost immediately. Write Frank Edwards, 5 Miller St., Rankin, Pennsylvania.

Technical

1st phone, car, radio-television technician. No previous station experience. Industrious, studious. mature, married. Box 112G, BROADCASTING.

Engineer-1st phone. Ten years experience. Transmitter maintenance and control room operation. Will relocate anywhere. Interested in television. Box 159G, BROADCASTING.

Production-Programming, Others

News director: Now heading metropolitan tv-radio newsroom. Consistently ahead on major regional, national news. Top references; authoritative airwork. Box 948F, BROADCASTING.

Sports director: Currently with major tv net in sports. Formerly radio play-by-play and staff. Desire location as sports director. Will handle administrative and programming assignments. College, veteran, single, 29. Commercially employed since 1949. Available station interview within month. Box 997F, BROADCASTING.

Five years commercial experience in all phases of radio-tv-writer, announcer, tv director, radio-tv production instructor Northwestern faculty, BA, MA degrees, Army pio work. Want tv news, directing, or pd job in January. References, complete background furnished on request. Box 170G, BROADCASTING.

TELEVISION

Situations Wanted—(Cont'd)

Production-Programming, Others

TV-radio 7½ years NBC-O&O. Production assistant to director; executive secretary; production manager-film buyer; tv traffic manager. For resume write: Box 208G, BROADCASTING.

Six years experience still photography, including laboratory, one year movies, one year theater projectionist, graduate of Northwest School, Hollywood, recommended for: TV camera, newsreel cameraman, film, floor, lighting and audio. Box 219G, BROADCASTING.

Have pen, will write. Young, experienced male copywriter wants situation with chance of advancement. Married, college education, can announce and would like to direct. Midwest preferred, will consider other location. Box 229G, BROADCASTING.

FOR SALE

Stations

500 watt money maker, northeast; in growth area; $345,000. Box 150G, BROADCASTING.

Northwest large market television station, $1,000,000. Chapman Company, 33 West Michel-torena, Santa Barbara, California.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Carolina medium market stations (5), prices ranging $25,500 for 42½% interest to $75,000 with terms. Chapman Company, 1182 West Peachtree, Atlanta.

West Texas single market. Profits over $2,200 monthly. Only $75,000 with 24% down and up to 15 years on payout. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

Midwest large market stations (3), $200,000; $275,000, $1,000,000; all with terms. Chapman Company, 1182 West Peachtree, Atlanta, or 1270 Avenue of Americas, New York.

Write now for our free bulletin of oustanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Middle Atlantic state large market station, $275,-000, 29% down payment; northeast states small market stations (2), $65,000; $100,000; terms. Chapman Company, 1270 Avenue of Americas, New York.

Equipment

Ampex Automatic Programming System, new condition, complete, at saving of almost $2000.00. This unit saves real money. For details write Box 195G, BROADCASTING.

FM transmitter, 250 watt, for sale. Now operating, going higher power. Details, write Box 197G, BROADCASTING.

Two Gates CB-11 turntable chassis good condition, sell as package or separately. Contact W. C. Moss, KSEY, Seymour, Texas.

De-icers for GE and Collins fm antennas. De-icer replacement parts and service. Dick Evans, WBSM, New Bedford, Mass.

FM transmitters. New, FCC approved. Immediate availability. Contact Industrial Transmitters and Antennas, 235 Fairfield Avenue, Upper Darby, Pa., Flanders 2-0355.

Commercial crystals and new or replacement crystals for RCA, Gater, W.E. and Bliley holders; regrinding, repair, etc. Also am monitor service. Nationwide unsolicited testimonials praise our products and one day service. Eidson Electronic Co., PR 3-3901, Temple, Texas.

Audio consolette, RCA type BC-5B. Unused. Can finance. John Grant, 2336 N. Commonwealth Ave., Chicago, Illinois.

4 Crown recorders, low hours, good condition. Light and Life Hour, Winona Lake, Indiana.

3 Magnecorders PT6 with amplifier, good condition, Light and Life Hour, Winona Lake, Indiana.

Weather warning receivers for Conelrad and Disaster Weather warnings. Air Alert II—$46.50, Air Alert I—$89.50. Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

WANTED TO BUY

Stations

Want am station in Carolinas or Virginia. Prefer 25-35 thousand dollar price range in small market. Box 129G, BROADCASTING.

Reliable party wants to buy radio station in southwest, preferably Texas or New Mexico. All replies strictly confidential. Box 181G, BROADCASTING.

Group of radio-tv executives interested in purchasing radio property in medium major midwest market. Will move to community and make station a real contender. Up to $50,000 down. Box 185G, BROADCASTING.

Responsible parties want radio station in New England. Confidential. Ready to act promptly. Write Box 231G, BROADCASTING.

Equipment

RCA type BQ-1A fine groove turntable. Must be in excellent condition. Box 990F, BROADCASTING.

Console wanted. Capable of top performance, but style unimportant. Must be cheap. Box 158G, BROADCASTING.

Wanted, skully cutting lathe peak limiting amplifier. State age and price. Box 173G, BROADCASTING.

FM, STL microwave link in the 950 mc band. Address Chief Engineer, P. O. Box 1928, Springfield, Mass.

Wanted 200 ft. self-supporting tower for STL. Beecher Hayford, WESH-TV, Daytona Beach, Florida.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write: Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting October 29, January 7, 1959 and March 4, 1959. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

MISCELLANEOUS

Attention personality dj's. For only 200.00 I can increase your income $1000.00 or more per month. This is a tested and proven method to make money legitimately, fast, and enjoyably. I know how . . . my record hop instructions will net you $1000.00 or more per month. By following my simple instructions of the Record Hop Success Story inside and out . . . you too will be a success. I went from a $500.00 a month dj to $1900.00 per month personality in an area of only 15,000 population. Mail cashier's check or money order of $200.00 now. Teen Age Record Hop, Box 176G, BROADCASTING.

RADIO

Help Wanted

Sales

WGMS-AM-FM WASH., D. C., LOOKING FOR AN UNUSUAL MAN FOR AN UNUSUALLY SATISFYING SALES OPPORTUNITY

Executive type salesman needed immediately for a GOOD MUSIC operation in one of the nation's top ten markets. Knowledge and appreciation of GOOD MUSIC, plus a successful advertising sales background in a metropolitan market essential. This is an opportunity to join an already established AM-FM GOOD MUSIC operation with high acceptance in its market. Frankly, the man we want does not come a "dime a dozen". However, the man we select will have every opportunity to earn a five figure income, plus the satisfaction of working with one of the top stations in the country in the GOOD MUSIC field. Send complete resume and photo to WGMS, WASHINGTON 4, D. C.

RADIO

Help Wanted—(Cont'd)

Sales

UNUSUAL OPENING

For Radio Time Salesman with expanding, top-rated, independent station in large metropolitan market. Looking for a sales producer who can sell at both the agency and the local levels. Must have desire to work for and earn $10,000 plus first year. Liberal commission, good guarantee and on-air accounts to start. Write Joe Haas at Radio Station WWCA, Gary, Indiana.

Technical

NEEDED IMMEDIATELY

Chief engineer-announcer complete maintenance am-fm transmitters announcing schedule secondary. Permanent position for right man call or write Manager, WLYC, Williamsport, Pa., 24676.

Production-Programming, Others

Radio-TV Writer

Major Des Moines ad agency offers good pay for experienced, capable Radio-TV copy writer. Must be able to write network calibre copy, develop video ideas, head department. Send picture, state salary requirements, reason for interest in moving.

BOX 227G, BROADCASTING

Situations Wanted

Sales

ATTENTION STATION OWNERS:
If your station needs a Pick-Up—we can do just that in a real hurry. We will help with sales—programming format, local and national promotion. We guarantee results.
Box 178G, BROADCASTING

Announcers

TOP MORNING MAN

Available for Major Market Only. 17 years experience, last two in New York City. Minimum salary $25,000.00.
Box 192G, BROADCASTING

WLW-NETWORK-TV-RADIO PERSONALITY

Available November 30th

16 years DJ—Record Artist—MC—Director; Experienced Director of Talent and Promotion; Alert, 32 years age, civic leader. Have own remote broadcasting equipment, record library, recording facilities. Leaving current association voluntarily.

Seek executive possibilities in exchange for hard production, commercial results

CLAY EAGER—Springfield, Ohio
Write: 107 E. Cassilly Call FA. 3-9243

RADIO

Situations Wanted—(Cont'd)

Production-Programming, Others

PROGRAM MANAGER

Now with one of the country's top medium market independents looking for advancement into larger market. Outstanding air man with complete knowledge of the bright paced format with gimmicks galore. 11 years radio only. Family man, in early thirties with an eye on top money for a superior programming job.
Box 160G, BROADCASTING

TELEVISION

Situations Wanted

Production-Programming, Others

Witty, owlish British playwright Oscar Wilde once confounded a customs official by telling him, "I have nothing to declare but my genius."

Without genius of my own to declare*, I rely on my TVersatility and experience to impress would-be employers. Experience (5 years) takes in extensive work as director and production man (2 years), position as program director (2 years) and station manager (15 months).

Normally softspoken, I get aroused when enthused, have strong likes and dislikes,† no family. Write‡ for personal interview, further information.

** Except under oath.*
† Likes: sticky problems, black coffee, crises; dislikes: fringe benefits, stewed prunes, security
‡ To Box 157G, BROADCASTING

WANTED . . .
A NEWS DEPARTMENT

Do you want your news division to produce more revenue? If you have a problem in selling news and special events let us do it for you.
Forty years executive news experience metropolitan newspapers, national networks and 50 kw independents in major markets.
Professional background includes professor of journalism, Columbia University; assistant managing editor, Evening World; editor, national weekly; assistant director of news for CBS in New York and Washington; director of news, WOR; seasoned experience in government public relations and other related fields in news events, publicity and promotion.
Experience matched by accomplishments. For proof of results, write
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TELEVISION

Situations Wanted—(Cont'd)

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Unused Andrew Teflon 1⅝", 51.5 ohms. Original Packing—Tremendous Saving. Immediate Shipment Large or Small Quantity. Wire or write: Sacramento Research Labs., 3421—58th St., Sacramento 20, Calif.

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Stations

RESPONSIBLE PRINCIPAL wants to buy or lease Radio Station. Pacific Northwest preferred. Confidential. Ready to act promptly.

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STATIONS
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with STAFF, former Owner Radio Station in the East and Executive Manager UFH Station—is now available. You will find our arrangements equitable, mutually profitable. Confidential.

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Planning & Public Relations
3220 Hudson Blvd., Jersey City 6, New Jersey
Telephone Swarthmore 5-0201

WANTED EXECUTIVE

Capable of taking "complete charge of all phases of television station operation *except* sales, promotion, and accounting." Must be experienced and must have successful record of ability to operate and supervise all internal functions of a television station. Salary open. VHF, Pacific coast.

Box 211G, BROADCASTING

Bcstg. Co. and Sierra Madre Bcstg. Co., for fm facilities in Vernon and Sierra Madre, Calif.

By Hearing Examiner Charles J. Frederick on September 25

Issued order following prehearing conference on applications of Newark Bcstg. Corp. and WMGM Bcstg. Corp., for fm facilities in Newark, N. J., and New York, N. Y.; hearing scheduled for Oct. 21 is continued to date to be fixed by subsequent order.

By Hearing Examiner H. Gifford Irion on September 24

Granted petition by Town and Country Radio Inc., Rockford, Ill., for extension of time from Sept. 26 to Oct. 6 to file proposed findings in proceeding on its am application.

By Hearing Examiner Millard F. French on September 25

Granted petition by WLBE Inc. (WLBE), Leesburg-Eustis, Fla., for leave to amend its am application to supply up-to-date information concerning its financial qualifications and method of financing proposed construction.

Rescheduled hearing for 2 p.m., Oct. 6, in lieu of 10 a.m., on same date on application of WLBE Inc. (WLBE), Leesburg-Eustis, Fla.

By Hearing Examiner Elizabeth C. Smith on September 25

Advanced time for hearing from 10 a.m. to 9 a.m., on Oct. 16, re am applications of Bay Area Electronic Associates and Sonoma County Bcstrs., Santa Rosa, Calif.

By Hearing Examiner Thomas H. Donahue on September 25

Ordered that date for filing proposed findings now scheduled for Oct. 1 is continued to date to be established by Examiner after hearing on new issue on am applications of Denbigh Bcstg. Co., Denbigh, and Virginia Beach Bcstg. Corp. (WBOF), Virginia Beach, both Virginia.

Continued prehearing conference from Sept. 25 to Oct. 23, and hearing from Oct. 2 to Nov. 3 on am application of Fall River Bcstg. Corp. (KOBH), Hot Springs, S. Dak.

By Hearing Examiner Herbert Sharfman on September 25

Scheduled prehearing conference for Oct. 16 re application of Wabash Valley Bcstg. Corp. (WTHI-TV, ch. 10), Terre Haute, Ind., for renewal of license, and application of Livesay Bcstg. Co., for new tv station to operate on ch. 10 in Terre Haute.

By FCC

Commission on Sept. 24 granted request by Wichita-Hutchinson Co. (KTVH), Hutchinson, Kan., and extended time from Sept. 24 to Sept. 30 to file replies to oppositions to KTVH petition for reconsideration of Aug. 5 report which denied shift of ch. 12 from Hutchinson to Wichita.

By Commissioner John S. Cross on September 24

Granted petition by the Broadcast Bureau for extension of time to Oct. 1 to file exceptions to initial decision in Beaumont, Texas, ch. 12 proceeding.

Granted petition by Broadcast Bureau for extension of time to Sept. 25 to file responsive pleadings to protestants' petition to clarify issue (5) or in alternative to amend issue (5) and to delete issues 1 through 4 in re application of The Spartan Radiocasting Co. (WSPA-TV), Spartanburg, S. C.

By Hearing Examiner Elizabeth C. Smith on September 24

Continued hearing from Sept. 29 to Oct. 14 in re application for transfer of control of Sioux Empire Bcstg. Co. (KIHO), Sioux Falls, S. Dak.

Granted petition by Farmington Bcstg. Co., for leave to amend its application for new tv station to operate on ch. 12 in Farmington, N. M., to show correction in coordinates of proposed transmitter site and reduction in height of antenna.

BROADCAST ACTIONS

The Commission, by Broadcast Bureau, took following actions on dates shown:

Actions of September 26

WFMD-AM-FM Frederick, Md.—Granted transfer of control from **Laurence Leonard** to **Maryland Trust Co., Elmer Eshelman** and **Laurence Leonard**, trustees.

WLSC Loris, S. C.—Granted license for am station.

WKTC Charlotte, N. C.—Granted license for am station.

WSUB Groton, Conn.—Granted license for am station and specify studio and remote control point.

KCMK Kansas City, Mo.—Granted license for fm station.

WICU-TV Erie, Pa.—Granted license covering changes in tv station.

KOKY Little Rock, Ark.—Granted license covering increase in power and installation of new trans.

WHAT-FM Philadelphia, Pa.—Granted license covering change in frequency; ERP 20 kw.

KBBA Benton, Ark.—Granted license covering installation of new trans.

KWEL Midland, Tex.—Granted license covering change in frequency.

KJRG-FM Newton, Kan.—Granted mod. of cp to change type trans.

Following were granted extensions of completion dates as shown: WNEX-FM Macon, Ga., to 12-16, and KVNA Flagstaff, Ariz., to 1-1-59.

Actions of September 25

WBCA Bay Minette, Ala.—Granted acquisition of positive control by James H. Faulkner through transfer of stock from William M. Stewart.

KYFM Oklahoma City, Okla.—Granted license for fm station.

WWSW-FM Pittsburgh, Pa.—Granted license covering installation of fm ant. on new tv tower, increase ERP to 50 kw, ant. height to 940 ft., and make changes in ant. system.

KDPS Des Moines, Iowa—Granted license covering decrease of ERP to 1.4 kw, ant. height to 24 ft., and change ant.-trans. and studio location.

WJBR Wilmington, Del.—Granted cp to install new ant. system and increase ant. height to 500 ft.; ERP 19 kw.

WNCN (FM) New York, N. Y.—Granted cp to replace expired cp as modified, which authorized installation of new type trans. as aux. trans. at present main trans. site.

WICS (TV) Springfield, Ill.—Granted mod. of cp to change ERP to vis. 309 kw, aur. to 155 kw, change type ant. and other equipment; ant. height 940 ft.

WYNS (FM) Towson, Md.—Granted mod. of cp to change type trans.; conditions.

KGLA Los Angeles, Calif.—Granted change of remote control authority.

WGRO Lake City, Fla.—Remote control permitted.

WLSB Copperhill, Tenn.—Remote control permitted.

Following were granted extensions of completion dates as shown: WGOK Mobile, Ala., to 12-1; WYNS (FM) Towson, Md., to 3-3-59, conditions; WSWV Pennington Gap, Va., to 3-1-59.

Actions of September 24

WVBR-FM Ithaca, N. Y.—Granted license for fm station.

KWFM (FM) Minneapolis, Minn.—Granted license covering increase in ERP to 21 kw and installation of new ant.

KCMK Kansas City, Mo.—Granted mod. of SCA to change type equipment and sub-carrier frequencies.

WDDS-FM Syracuse, N. Y.—Granted mod. of SCA to change type equipment.

WICA-FM Ashtabula, Ohio—Granted mod. of SCA to change type equipment and change sub-carrier frequency.

WQMS Hamilton, Ohio—Rescinded action of Aug. 29 which granted license for fm station.

Actions of September 23

KAPR Douglas, Ariz.—Granted assignment of license to **David V.** and **Isabelle B. Harman**, d/b under same name.

Granted license for following am stations: WSCM Panama City Beach, Fla.; WKKS Vanceburg, Ky.; KNEZ Lompoc, Calif.

KPF-67 Helena, Mont.—Granted license for tv inter-city relay station.

WORC Worcester, Mass.—Granted license covering increase in daytime power, installation new trans., new daytime directive array and make changes in nighttime directional ant. system.

KIJV (FM) Huron, S. D.—Granted license covering changes in ant. system and increase height by top mounting fm ant.

KPF-84 Butte, Mont.—Granted cp for new tv inter-city relay station.

KSJO-FM San Jose, Calif.—Granted cp to replace expired cp which authorized change of frequency to 92.3 mc, increase ERP to 1.416 kw, and ant. height to -66 ft.

KOMC (TV) McCook, Neb.—Granted mod. of cp to change ERP to vis. 95.5 kw, aur. to 47.9 kw, type of trans., trans. location, ant. system and other equipment changes, ant. 720 ft.

KGLD (TV) Garden City, Kan.—Granted mod. of cp to change ERP to vis. 49.3 kw, aur. 24.7 kw, change type ant. and make minor equipment changes; ant. 800 ft.

KXAB-TV Aberdeen, S. D.—Granted mod. of cp to change ERP to vis. 60.6 kw, aur. to 30.3 kw, install new trans. and ant. system and make equipment changes; ant. 310 ft.

WRWH Cleveland, Ga.—Granted mod. of cp to change type trans.

Actions of September 22

Sacramento Telecasters Inc., Sacramento, Calif.—Granted cp and license for low power 0.75 w aur. on 26.10-26.48 mc to be used with **KBET-TV.**

Radiohio Inc., Columbus, Ohio.—Granted cp and license for low power 0.5 w aux. on 26.10-26.48 mc to be used with **WBNS** and **WBNS-FM.**

WTJS Jackson, Tenn.—Granted change of remote control authority, while using nondirectional ant.

WCBQ St. Helen, Mich.—Granted extension of completion date to Sept. 15.

EMPLOYMENT SERVICE

RADIO—TV—ADVERTISING
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Many job availabilities throughout the Southeast
FREE REGISTRATION—LARGE DEMAND
- Engineers for Radio & TV
- Salesmen for Radio & TV
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LEARN WHY MANY BROADCASTERS CHOOSE STAINLESS TOWERS

Call or Write for Informative Literature.

Stainless, inc.
NORTH WALES • PENNSYLVANIA

every minute is a selling minute on WFBM

• **First all day***. . . "most listened to" because WFBM sounds *good* to Hoosiers! More entertainers, many different voices, plus a variety of music, give a daily lift to listeners.

12-man news staff and 3 mobile units handle fast-breaking local, farm and weather stories with on-the-spot priority . . . world-wide events get exclusive coverage by WFBM-TIME Washington News Bureau.

This *variety* assures an even larger *cumulative* audience. It's what you want for saturation spot campaigns!

Check WFBM first—*where every minute is a selling minute!*

*C. E. Hooper, Inc. (7 a. m. - 6 p. m.) June, 1958

Represented Nationally by the **KATZ** Agency

to sell the most Hoosiers be sure your product is cooking in the hottest pot!

1260 RADIO
WFBM
INDIANAPOLIS

MONDAY MEMO

from **PATRICK H. GORMAN,** *v. p. & director of marketing, Bryan Houston Inc., New York*

What you don't know can hurt you when the marketing man wants answers

Local media are extra eyes and ears to the marketing man—both client and agency. This has been true to a far greater extent on the part of newspapers than radio or tv stations, and truer of radio than of tv.

Although there appears to be a trend, built out of competition, for broadcasting and telecasting stations to make themselves better informed about local product and marketing situations, the marketing man seeking information in the field is still more inclined to call on the newspaper for help. Why? Because, in the main, newspaper marketing people are generally much more aware of the anatomy of their markets and up-to-date marketing data relating to their client's products and other products in the market.

This situation is not universal. The Storer, Crosley and Westinghouse organizations, along with many others, both chains and independents, have made a studied effort to develop a complete knowledge of their markets, not only to strengthen their own selling activities, but as a real and valued service to the agencies and clients using their facilities.

This memo is not aimed at making odious comparisons. Its purpose is to set down a few observations about the practice of being "marketing aware."

It is clearly recognized by successful national marketers today that the more complex our business society grows and the more involved our systems of communications and distribution become, the more necessary it is to regard the local market as an individual unit with its special situations and circumstances. Further, competitive forces today can make local marketing conditions change with startling rapidity. What is a fact today may be the opposite tomorrow.

It therefore has become increasingly vital for the national advertiser and its agency to maintain a close surveillance over the individual markets as well as the overall market they make up, regional or national.

Similarly, it is vital to the station operator that he have available for his sales people the same type of current information about his market which is of interest to the advertiser and agency because it is on such information that decisions to buy time are made. The advertiser's chief aim is to sell product and his decisions to buy time are based on marketing facts rather than on the availability of a high spot or program rating. This, though important, is only a collateral aid in helping him reach his sales goal.

Although much of the marketing data on which an agency sets down its recommended plans for action comes from client sources, agency marketing people must maintain a degree of independence from clients as sources of information and develop their own views based on in-person observation of conditions in the field.

It is by no means uncommon for a salesman to secure helpful information from local media sources, particularly about competition, which when relayed to the home office has strong and sudden impact with respect to marketing strategy in that particular market.

To the marketing man, help from an informed local medium can be of great value. This is not a plea for local media to do the agency's work. It is a two-way street. If the local medium has, or can secure, accurate, up-to-date information on marketing matters in its market, it can either equip the investigator with the information he needs, or help him get it so that the recommendations he makes for action to be taken in that market can be based on true facts.

The business of becoming "marketing aware" is not so complex as it may sound. Much of it involves the assembly of knowledge about basic constant situations within the framework of which individual product marketing changes may occur. It does require that one or more persons within the local medium be charged with the responsibility of staying on top of the day to day situation.

Here is a list of some of the major things which any well-informed local medium should know or do to effect a better job in selling its time or space —and to help its present clients in getting the necessary data to evaluate their activities in the market. Remember, the concern here is with problems of national or the large regional advertisers.

(1) Maintain a close working contact with responsible decision-making executives in local food and drug chains, large independent retailers, brokers and wholesalers.

(2) Know the answers to questions such as these:

Where do the local chains warehouse? How do they distribute? What are their main product-handling policies? Display policies?

What new products are being tested, or are to be tested, in the market? Where? What results?

What are the relative positions of the major competing products in a given advertised field? Are there trends in position change?

Have there been major product launching failures? Why? Any outstanding promotional successes?

What major pricing changes are taking place?

What products are running or plan to run special store promotions?

What are the local trends in store label versus national or regional brand products?

What are the distribution policies of the major advertisers? Any indications of change?

Are there any strange or unusual situations in the market?

Not all clients nor all marketing men will ask for help. But all local media should be current with the answers for the certain value the knowledge will be to them in doing a better equipped selling job.

With every passing day, the marketing man assumes a more important role in establishing the framework and the plans in which product selling activities take place. The better informed he becomes, the more certain of success are his plans. The more successful his plans, the greater will be the exploitation dollars spent in local media to move the product in the market place.

Patrick H. Gorman, b. May 22, 1915, San Juan, Puerto Rico. Started advertising career with American Tobacco, beginning in field sales training in 1938 and becoming advertising manager for Pall Mall in 1943. Switched to Philip Morris & Co. as advertising manager on such brands as Philip Morris, Marlboro, Dunhill and Spud cigarettes and Revelation and Bond Street smoking tobaccos. Joined Vick Chemical Co. in 1952, becoming president and chairman of the board of subsidiary Alfred D. McKelvy Co. (Seaforth Div., Prince Matchabelli Inc.). Joined Bryan Houston Inc. in 1956, is now vice president and director of marketing.

Better Buy by Buick

BUICK had little choice. If its cars don't sell this year—well, there'll surely be more Fords (and Chryslers) in the future. So it's only natural that Buick's management and agency, McCann-Erickson, elected the broadcast media their No. 1 salesman.

It is not unusual that television and radio are called in whenever a real selling job has to be done. In this particular case, as detailed elsewhere in this issue, Buick's reliance on television amounts to one-half of a $25 million advertising budget and for radio it's another million.

Newspapers are worried, and for good reason. For years they have fed heartily and happily on automotive advertising. Loss of a big chunk of this money could be seriously damaging to many papers and hurtful in some degree to all. They're fighting back, hoping to get a better deal.

It is conceivable that they will get a better deal—temporarily—although we can see no justification for it. The facts are plain: tv and radio are workhorses. They go in person to places newspapers can't reach by mail, and they hit with unique impact.

The books are full of both radio and television success stories among automobile dealers, and a fresh piece of documentation for tv was produced just last week by TvB. An independent survey, commissioned by TvB, showed among other things that most of the people who had seen new Buick advertising, but had not seen the Buick introductory commercials on the Bob Hope show last month, held no opinion one way or another about the new car. But among people who saw the commercials, 53% like the car and only 16% had no opinion.

That's the way television communicates. It's also another reason we are willing to venture that, if the car makers use television and radio heavily enough and wisely enough, the newspapers' traditional stranglehold on the automotive dollar will be broken. It will take time, but it seems inevitable that broadcast media's share will increase. They're the best salesmen—and they'll prove it.

It Did Happen Here

SO far the battle of the spectrum has been mostly conversation. Only a smattering of thoughtful broadcasters have shown concern. Others are disposed to leave to the networks, the engineers and the lawyers the discussions on revamping of allocations which could dispossess them from vhf and fm assignments.

This complacency stems from a "they can't do that to us" attitude. They are smug in the notion that Congress and the people would never stand for the kind of dislocations being talked up.

If nothing to date has disturbed the composure of the entrenched vhf-tv and the blossoming fm broadcaster, let him take notice of what developed only last week out in the open. Aeronautical Radio Inc., Air Transport Assn. and five domestic and international airlines petitioned the Court of Appeals in Washington to review and set aside an order of the FCC. This order, handled as routine last April, and reaffirmed by the FCC last July, summarily pre-empted 500 megacycles of space (8,500-9,000 mc) assigned under international treaty for "radionavigation service" and reassigned it to "government" for a newly defined service called "radiopositioning."

The action was made effective immediately. There was no public proceeding. That was in April. In July, the FCC denied a rehearing or reconsideration or a stay order.

So far, that's all there is. No official explanation. The government needed the space. And government, in this instance, is presumed to be military. Need presumably is based upon national defense. The FCC was instructed by the executive branch to reallocate not only the 8,500-9,000 mc band but 14 bands totaling in excess of 2,817 mc of the radio spectrum in the 220-10,500 mc region.

We have said for months that space in the vhf band used by tv and fm is in jeopardy because of military demands. We have pointed out that chs. 2-6 are particularly vulnerable. This now has been substantiated from high places, despite earlier flat denials. Enough interest has been aroused to cause the President and the cabinet to consider the whole spectrum problem, and if the President does not appoint his own study group in the next few weeks, it's a certainty Congress will early in the next session through legislation.

Because of the alarms that have been sounded, we doubt whether any summary action will be taken by the White House (which has the unequivocal authority) to pre-empt any of the vhf bands assigned to tv and fm without prior notice. But this startling fact confronts tv and fm broadcasters: If the FCC (by Presidential edict) can pre-empt 500 mc from commercial aviation overnight, it can, under the same law, pre-empt any or all of the 72 mc assigned to ch. 2-13 and the mere 20 mc assigned to fm.

Drawn for BROADCASTING by Sid Hix

"This is station WOF-TV. You've just won a free trip around the world!"

Sound Advice on Renewals

A major worry of every successful broadcaster is the necessity of filing every three years an application for license renewal. In it he must give an accounting, percentagewise, of his programming by categories. Because this form hasn't been changed in a dozen years, the statistical breakdown required is unrealistic.

For several years the FCC, working in conjunction with the Bureau of the Budget and the latter's Advisory Council on Federal Reports, has sought to modernize and streamline the renewal forms. More than two years ago—at the NAB convention in Chicago—the FCC, to a man, agreed that the form should be amended.

But nothing has happened, except for unending conversations of the Budget Bureau group with an FCC staff group.

At long last, one new ray of hope emerges. In a hitherto unreported address before broadcasters of his home state of Idaho last month, FCC Acting Chairman Rosel H. Hyde suggested that broadcasters, in preparing renewal applications, should not rely on statistical analysis alone.

Then he gave broadcasters a million dollars worth of advice. To quote:

"Evidence of a sense of responsibility, imagination and creative interest can probably only be given by some narrative exposition, rather than a tabulation. . . . Mere statistical compliance with the government-conceived division of time might show lack of resourcefulness and responsibility rather than creative ability."

Mr. Hyde added that he considered the statistical breakdown as perhaps a "useful device in the absence of a better method of evaluating overall service, but not a formula to control or regulate broadcasting." The premise of the competitive system, Mr. Hyde concluded, is that "healthy competition" will stimulate good broading. "If a broadcaster shows that he has undertaken his responsibility in this manner, the Commission would be presumptuous if it undertook to substitute its judgment for that of the licensee in its community."

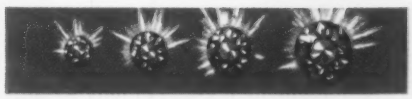
We wholeheartedly agree. We think broadcasters would be well-advised to follow his advice and not rely on cold statistical answers to outmoded questions in filing renewals.

This, however, is not the entire answer. The FCC should quit stalling. It should amend its renewal forms to correspond with today's facts of life.

EDWARD PETRY & CO., National Representatives

For two in love, *particularly a client and an agency who are in love with sales, there's a television station in Houston, Texas to light their way until eternity . . . KPRC-TV, the starlit station that lights the way, forever.*

NBC



FACTS ABOUT KPRC-TV DIAMONDS Choose any one of the four basic gems in television's gamut, I.D., Chainbreak, Minute, or Program, you'll get clarity, brilliance and value on KPRC-TV. A trusted station representative is your best adviser.

KPRC-TV, HOUSTON, IS FOREVER